Maor Itshak

Product Designer

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About Me

I'm a multidisciplinary designer with over 10 years of experience in product, fashion, and graphic design. I pay close attention to details and investigate each problem in-depth, even under tight schedules. I am a team player with great communication skills, and I strive to improve my skills and learn something new every day. I love a good challenge!

Professional Experience

Wix.com | Product Designer   [2022 - Present]

Focused on user-centered design for web and mobile, adept in user and competitor research, collaborating with cross-functional teams.

Mobile Apps Editor   [2023 - Present]

- Designing and maintaining web and mobile platform editors, enabling users to create and customize their mobile apps. Continuously developing new tools and capabilities to enhance app editor functionality and user experience.
- I review designs from other Wix mobile teams to ensure alignment with our platform's guidelines.

Mobile Apps Growth   [2022 - 2023]

- Improved user retention and engagement for Wix's mobile applications through user research and data analysis, implementing solutions that boosted user satisfaction and engagement.

Elad Software Systems | UX / UI Designer   [2022]

Design complex systems and products concurrently for multiple customers.

Castro LTD | Menswear Designer   [2017 - 2022]

Designed and developed menswear fashion lines based on Israeli market needs, conducted research and analysis to pinpoint emerging trends, and mentored entry-level designers.

IDF Spokesperson (Dover Tzahal) | Military Service   [2011 - 2014]

Served as an Art Director and Film Producer, covering Pre-production, Production and Post-production of films.

Education

UX/UI - Professional Certification
Netcraft Academy

[2022]

Bachelor of Design - Fashion Design Department
Shenkar, College of Engineering, Design and Art

[2014 - 2018]

Diploma - Cinema and Television Systems
Ort Psagot College

[2009 - 2011]

Skills

Software

Figma, FigJam, Monday, Jira, Miro, Notion, Illustrator, Photoshop, After Effects, Premier.

Conceptual

Product design, Wire-framing, User Research, Analysis, Design System, Prototyping, Concept & Presentations.

Volunteer Experience

Civil Aid, Swords of Iron
[2023 - 2024]

Coordinated emergency relief during the Swords of Iron War with "Bonot Alternativa," developing operational methods and securing donations.

Aguda Hotline
[2023 - Present]

Support LGBTQ community members seeking assistance on issues related to LGBTQ life and gender identity, creating a safe and supportive environment for callers in distress.

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