

Hadar Elani-Bassin

Product Designer

- Diligent designer with great **attention to details**
- Tech-savvy with a passion for **users and problem-solving**
- Leading assignments from A to Z with a **proactive state of mind and great interpersonal skills**

EXPERIENCE

Freelancer — Product Designer

May 2023 - PRESENT

- SaaS and E-commerce product design
- Competitive analysis
- Research
- Wireframing

Yahalomis — Marketing Assistant

2022

- E-commerce website ongoing design
- Newsletters ongoing design
- Content and Microcopy

Wix — Blogs and Templates QA (outsource)

2021

- Validating multilingual template designs
- Updating posts on the official Wix blog

Malam Joy — All doer in a small dynamic startup

2020

- Creating the app's website, including design and content
- Creating content for the mobile app
- Rewriting the microcopy of the mobile app (Hebrew and English)

Channel 10 — Project manager

2003 - 2019

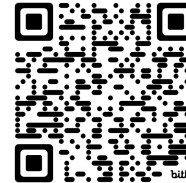
- Deadline-driven and fast-paced environment, with many simultaneous projects and no room for error
- Coordinating with in-house departments (engineering and content) and outsourcing service providers to bring the content in the best quality possible to the screen
- Seeing the bigger picture while finding creative solutions and prioritizing tasks

Ramat Gan

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PORTFOLIO



hadar-design.com

EDUCATION

UX course

Netcraft Academy
(104 Academic hours)

September 2022 - April 2023

eCommerce

Management course
Digitalent

(110 Academic hours)

October 2021 - January 2022

Psychology & Education studies

Open university

2008 - 2012

LANGUAGES

Hebrew - Mother tongue

English - Proficient