

Erifyli Tsavdari

UX Designer

Tel Aviv

054 9230 458

erifyli.t@gmail.com

erifyli.com

SKILLS

Expertise

Product Management

UX/UI Design

Data Analysis

Strategic Planning

Mob/Web Marketing

Adtech

Presentations

Workshop facilitation

Tools

Sketch, Axure, Principle

InVision

Zeplin

HTML/CSS

Adobe Creative Suite

Google Analytics

Fullstory

Tableau

JIRA, Trello

Languages

English

Greek

Hebrew

Education

CREATE, Israel

UX Design

Beit Benyamini, Israel

Ceramic Design

NU, United Kingdom

MSc Env. Engineering

UEA, United Kingdom

MA Film Studies

BSc (Hons) Env. Science

EXPERIENCE

Firma

UX Designer

2020 - Present

- UX lead for the redesign of the app for Bank Leumi and other fintech projects. Perform market research, produce high fidelity interactive prototypes, and carry out user testing sessions.
- Organise and run design thinking workshops for clients
- Create visual models in the form of user journeys, user maps and personas.
- Develop and maintain interactive wireframes, mockups, and specification documents to support product definition and development

BRIO

UX/UI Product Designer

2019 - 2020

- Work closely with developers to provide designs and solutions according to their abilities and limitations
- QA developed designs using analytics tools, and usability testing and suggest solutions to usability issues

Phenom People

UX Designer (Internship)

02.2018-06.2018

- Design a career page for the healthcare industry. Interview users, conduct market research, and design pixel-perfect wireframes.

William Hill Online - Israel

Product Marketing Manager

2015-2017

- Worked closely with R&D, BI, Operations, PMs and Marketing on developing new features to provide more efficient spend and growth
- A/B Tested marketing material
- Collected and analyzed data from the company's back office

Team Leader Mobile Media

2013-2014

- Led and managed a team of four account managers
- Planned and directed the marketing release of new products
- Set mobile media strategies and applied them to deliver the set KPIs

Digital Marketing Account Manager

2010-2013

- Mobile Media AM. Ran acquisition campaigns. Achieved over 100% on all set targets
- Affiliate AM. Formed new partnerships and supported existing partnerships
- SEO AM. Brought our top keywords to the top three search results in Google GR