

Hen Duan

Product Designer

Senior UX designer

Carl / 2023-present

- Healthcare startup = dementia-friendly devices & family remote care.
- Research - seeking to understand the real needs and challenges of the different user types.
- UX & UI design
- DesignOps and design systems strategy.

Product Designer

Sayfer / 2022-2024

- Lead designer for a Web3-crypto cyber product.
- Reorganized, maintained and created website designs.
- Mapped the used components and created consistency inside the system. Initiated working with design systems.

Product Designer

Empire Media / 2021-2022

- Lead designer of 4 financial products.
- Created new design systems, integrated with Storybook.
- Initiated redesigns for our products, created new styling.
- Worked closely with the product and development teams.
- Strengthened the research processes in the company - working with heat-maps, recordings and usability testing.

Product Designer

Freelancer / 2019-2021

- UX consulting to existing websites.
- Designed and built several websites with WIX platform - E-commerce, landing pages, services introductions.
- Graphic design - promotional content, banners and icons.

Education

UX & UI Course

Tiltan College of Visual Design and Communication / 2020

Guidelines and principles of great user experience and interface, implementation of complex operations and marketing concepts.

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Additional Training

"WE - Women Experience"
UI Course / 2021

She;Codes:

Web programming / 2020

Commanders Training
/ 2015

Photography and Editing
/ 2011-2014

Tools

Figma

Hotjar

Google Analytics

Sketch

Zeplin

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Skills

Research

Understanding development

Business-centric approach

UX & UI tutoring

Languages

Hebrew

English