

Rima Landesman

UX/UI Designer & Product Experience Architect

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Blends analytical thinking with empathy - combining logic, structure, and aesthetics to craft products that feel natural and effortless. Over a decade of experience designing complex, data-heavy systems.

Experience

2025 - Lately: Advanced studies and personal renewal.

2017 - 2024: Senior UX/UI Designer, ONE Technologies (Level 2 Security Clearance) | under NDA

- Owned UX/UI design for an Air Force B2B & B2G platform, resolving major UX challenges.
- Designed high-fidelity wireframe, backed by **research, prototyping** and **continuous testing**.
- Partnered with PMs and devs in **Agile** to ensure design precision and seamless delivery.
- Contributed to a **mission-critical app**, improving pilots' target accuracy dramatically.
- **Modernized legacy systems** into intuitive, scalable, and accessible digital products.

2014 - 2016: UX/UI Designer, Ezugi (Acquired)

- Led end-to-end UX/UI for a **B2B2C & SaaS iGaming platform** across **desktop, tablet, and mobile**.
- Built a unified design system to ensure consistency across white-label partner sites.
- Played a key role in the company's \$12M acquisition by Evolution.

2012 - 2014: UI Web Designer, Babylon

- Designed **responsive** UI & branding assets, for sites and campaigns, including **A/B tests**.

2009 - 2012: Lead Web Designer, NeoGames

- Promoted to lead designer within six months for outstanding performance.
- Designed websites, landing pages, and **marketing** assets aligned with department objectives.

Education

2024 - 2025: UX Architect, UXer, Dr. Ofer Monar (Named Outstanding Student by Dr. Ofer Monar)

- Extensive course on cognitive psychology, research, and design for complex B2B & B2C systems.

2002 - 2005: Visual Communications, Harmelin College (Awarded Certificate of Excellence)

- Specialized in visual design, typography, branding, and digital media.

Competencies

Design & Prototyping: Figma · Axure RP · Adobe XD · Photoshop · Illustrator

Collaboration: Miro · Zeplin · Jira · Confluence · Microsoft Office

AI Tools: ChatGPT · Perplexity · Copilot · Uizard · UXpilot.ai · Lovable

UX & Product: User-Centered Design · User Research · Information Architecture · Wireframing · User Flows · Prototyping · A/B Testing · Design Systems · Dashboards · Responsive & Adaptive Design

Languages

Hebrew: Native

English: Fluent

Russian: Native