ELLA COHEN

PRODUCT DESIGNER

CONTACT ME

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Linkedin

ABOUT ME

I bring a strategic approach to design with strong communication and creative problem-solving skills. Believing that the best designs come from a deep understanding of users' backgrounds and needs,

SKILLS

Agile work
Proactive
Strong communication and analytical skills.
Team player

TOOLS

Figma
Axure
HTML/CSS
Gainsight
Mixpanel
Fullstory

EXPERIENCE

Product Design Team Lead
Axonius 2023 - Today

I led and mentored a team of product designers, fostering growth and guiding them to reach their potential. I actively engaged in hands-on tasks and developed strategies aligned with product and business objectives. I also drove continuous improvement in design processes and tools, streamlining workflows and enhancing efficiency.

Senior Product Designer
Axonius 2022 - 2023

Designed complex workflows for technical customers, guiding the product lifecycle from research through to usability testing. Collaborated with product managers and engineers to gather requirements and communicated solutions using various design tools. Conducted UX research and balanced user needs with business goals.

Product Designer
Anodot (2020 - 2022)

Led design for a data-intensive B2B SaaS product, covering the full design cycle from user needs to strategic decisions. Simplified complex actions into usable interfaces (Figma), created dynamic prototypes (Axure), and analyzed post-release data. Collaborated with product managers, engineers, and researchers to enhance user experience.

EDUCATION

Nemala, microcopy studio
UX writing workshop

Nielsen Norman Group
The UX VP/Director, 2024

Netcraft Academy
Design studies & UX/UI, 2018

Hasifa
Studies in visual communication and interactive design, 2013-2015

Shenkar
BSC degree in Industriral Engineering and managment, 2009-2013
Specialising in Information systems