

Amir Charka

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With over 12 years of experience in UX and product design, I'm ready for my next challenge.

I have a rich portfolio of digital products and experience designing products from scratch and leading teams.

I have worked in both start-ups and mature companies and am highly adaptable when it comes to new environments. I am able to continually push boundaries and create engaging and beautiful projects.

Experience

Wiliot

Product Design Lead 2023- Current

- Manage a small team of UX designers and ran workshops with the engineering team
- Lead and manage projects and tasks and collaborate with VP of Product, Product Managers, and Engineers to find solutions.
- Responsible for a full stack of products on both mobile native and responsive desktop.
- Lead and manage a 0 to 1 product & features that includes user research, prototyping, demo, and backlog.
- Designing new products and improving the time of the simulation creation process by **90%**
- Came up with and implemented a streamlined workflow process within the design and the product team.
- Created and built a Jira dashboard - for frontend backlog.
- Led feedback collection from clients to improve the product and the UI needs.
- Manage product experiences and tracking user usability with Pendo.io.

Soluto

Product Design Manager 2021 - 2022

- Managed and coached a team of **5** product designers, helping them grow their skills, increase productivity and create impactful products.
- Led and managed projects and tasks and collaborated with VP of Product, Product Managers, and Engineers to find solutions.
- Responsible for hiring
- Responsible for a full stack of products on both mobile and desktop.
- Created a new work space in the office that enables all employees to familiarize themselves with various products.
- Improved and created work processes in an agile environment.

Weissbeeger - part of ABInBev

Head of Design 2017 - 2021

- Product design team leader.
- Led and created design solutions and artwork from concept through completion for both Desktop and Mobile Apps.
- Responsible for the UX/UI of all company products, including desktop and apps (iOS & Android).
- Prototyped unique and complex processes, user flows, data
- Collaborated with senior management and RnD.
- 3rd party services management.
- Ran usability testing and user research management.

Leverate

Product Design Manager 2014 - 2017

- Product design team leader.
- Led and created the design solutions and artwork from concept through completion for both Desktop and Mobile Apps.
- Created the UX/UI of the company's new platform (White label solutions) on desktop, tablet and mobile.
- Usability testing and user research management.

Variety of products and companies

(Picscout, Radiation, Callapp, Olinetech, Zollo and small business branding)

Freelance Product Designer 2012 - 2020

- Create UX/UI solutions for web products and mobile.
- Collaborate with CEOs, owners, product managers and engineers.
- Business objectives and requirements meeting with clients.
- Oversaw the visual expression of a client's brand.

Education

Bachelor of Bachelor of Design - Visual Communication - 2010
"HASIFA" College - Open University

Certifications

3D animation - "Adventure" Animation
Graduation with honors in photography course - Canetti studio
Management & Leadership program
Scurm program

Skill Highlights

Team & Project management

Complex problem solver

Creative design

Innovative

Agile enviroment

Design sprint

Design system

Design

Figma

Atlassian

Pendo.io

Adobe

Google slides

Languages

Hebrew

English

Spanish