


Avita Flit

UX/UI Product Designer

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Experience

UX/UI Product Design Lead at Appdome

2017 – present

AppFusion platform provides mobile developers the ability to quickly and easily integrate third-party functionality with mobile apps, eliminating development and connecting mobile services on demand. Creating UX flows and redesigning existing product, focusing on the users needs. Building Interactive prototypes and pixel perfect UI. Working closely with product and server side development.

UX/UI Team Lead at Ideo Digital Group

2011 – 2017

Ideo Digital specialises in developing advanced cross platform applications, among its clients: Janssen, Maccabi, Hapoalim Bank, Discount Bank & more. Responsible for the UX/UI products life cycle, working closely with PM and R&D. Creating wire-frames and design concept for a verity of products, focusing on an intuitive end-user experience, adaptable to web and mobile environments. Improvement, maintenance and monitoring of existing products in the UX&UI level. Working directly with clients, providing consultancy in the UX/UI domain.

Senior Art Director at Tel Aviv – Moscow adv

2004 – 2010

Creative strategy design, advertising concepts development for Orange (Partner), Tnuva, El Al, 012 Smile and other leading Israeli companies. Vast experience in ATL, BTL, branding and interactive fields, as well as in TV/Internet production and post-production management, print production

Freelance at Independed

2004 – Present

Characterisation and design of web sites, mobile apps, and web applications for verity of individuals

Education

UX Design Course (Professional Upgrade)

Netcraft Academy

2016 Tel-Aviv, Israel

Visual Communications (B.E.)

Hadassah Academic College

2002 – 2004 Jerusalem, Israel

Graduation with Honors

Sela Omanim

An Immigrant Artist Program

2000 – 2001 Jerusalem, Israel


Stircea Fine Arts School

1989 – 1999 Chisinau, Moldova

Graduation with Honors

Computer Skills

 Adobe Suite

 Sketch

 Axure RP

 InVison

 Zepelin.io

Languages

Hebrew and **Russian** are fluent.

English at high professional level