

UX/UI Designer

VLAD GABELEV

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Creative and detail-oriented UX/UI designer with 8+ years of experience designing user-focused systems for B2B clients in education, healthcare, and construction sectors. Skilled in translating user needs and technical requirements into elegant, efficient, and scalable interfaces. Experienced in wireframing, prototyping, and maintaining design systems in Figma. Strong collaborator with engineering and product teams in agile environments.

Professional Experience

2016 - Up To Now

UX/UI Designer | Compedia (IT And Services), Ramat Gan (Israel)

- Designing and recreating complex UX/UI concepts for Web and Mobile applications
- Reviewing existing ux processes and workflows
- Planning user flows, wireframes, and UX/UI specifications
- Proposing design change recommendations and improvements
- Participating in company-wide priority projects
- Gathering requirements, conducting user research, and competitive analysis
- Creating user personas and user journey mapping

Recent Projects:

- SpaceED (EdTech) – Learning and collaboration platform for educational institutions (Spacell)
- APS – Task management app for the Municipality of London
- SkillReal – System for quality control and assembly processes in mechanical engineering

Key Achievements:

Conducted competitive analysis to identify ux/ui trends and incorporated best practices into product designs

2016

UX Designer | Rubicon-Creo, Tel Aviv-Yafo (Israel)

The primary client was Just Manage, where i played a key role in creating a complex construction management and tracking system. As the UX Designer, my responsibilities included:

- Designing and recreating complex UX/UI concepts for Web application
- Market Research (competitor analysis)
- Regular meetings with the company's customers and the creation of custom scenarios
- Creating Personas
- Processing complex information and generating simple solutions
- Participating in company-wide priority projects
- Presentations and discussion of concepts, testing
- Creating fast sketches, planning user flows, wireframes and high-precision prototypes

2012 -2016

Art Director | Bauman Ber Rivnai (Saatchi & Saatchi), Ramat Gan (Israel)

My responsibilities included overseeing the process, creating visual concepts, and managing the implementation of advertising campaigns. My final work was both visually appealing and strategically effective, and I made sure that deadlines were met while maintaining quality throughout the next processes:

- Branding Design
 - Creative thinking, brainstorming, and generating ideas for online and offline campaigns
 - Work with User Experience Experts and Web Developers as part of work teams
 - Drawings of characters and environmental elements for inspiration
 - Met aesthetic and technical criteria to complement design usability and enhance functionality with attractive layouts
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1999 -2012

Designer and Art Director | Leading Advertising Agencies (ACW Gray, TBWA)

- Conceptual development of advertising projects (also in the web environment), and management of a small group of designers
- Managed multiple design projects simultaneously, ensuring timely delivery within budget constraints
- Developed design deliverables that elevated, differentiated, and functioned on brand and on-strategy

Education & Courses

• Master's Degree In Philology

Ukraine State University - 1990-1995

My academic path began with this advanced degree, which included courses in Art History and Psychology, enriching my understanding of visual culture, perception, and communication—elements that later supported my transition into the design field.

• Intensive Graphic Design Courses

Studied core aspects of graphic design, including branding, typography, color theory, and visual aesthetics through focused practical learning.

• UI/UX Design Certificate

Create School, January 2016 – August 2016

Completed a comprehensive UI/UX design program under the guidance of Lior Yair

Tools & Software

- Design: Figma, Adobe XD, Photoshop, Illustrator, InDesign
- Prototyping: Figma
- Other: Jira, Wix, Firefly

Languages

Hebrew \ English \ Russian