RAYA ROGOV

UX & Product Designer

I'm a user centered and data-driven UX designer. I'm passionate about finding the right way to make complex data clear and accessible for people by creating natural flows and interfaces. Own the ability to notice the smallest of details and to spot the right need while continuously trying to learn and evolve.

EXPERIENCE

2021 – Present | Bank Hapoalim | Senior UX designer

- Responsible for designing and updating the trading mobile app and website.
- Providing full support for all cycles of production for mobile investment app and website, including user research and testing, user flows, wireframes, detailed designs and QA.

2018–2020 | Fidelity Investments | UX/Product Designer & Research

- Led my team through a user-centered design process. Worked on creating usable and improved experiences to help customers achieve their goals on Fidelity.com and Active Trader Pro tool.
- Partnered with product owners, developers, and other stakeholders on projects from ideation step to final product, including Marketing and Learning.
- Delivered customer and business value for the second-most visited page on Fidelity.com (up to 2.5 Million monthly users).
- Managed complex projects from start to finish, including creating onboarding experience for the New Positions page on Fidelity.com that reduced by 20% the number of opted-out users.

2015–2017 | Ngsoft, Digital studio | UX Designer & Research

- Led more than twenty UX projects in Web and Mobile for Start-ups and large corporations from concept to detailed design (Ecommerce-B2B/B2C, large scale integrating systems, medical, banks, insurance, TV, etc.).
- Initiated, developed and implemented a general protocol for usability testing (Teva, Bank Hapoalim trade app, Migdal Insurance Company, etc.).
- Created interactive prototypes, information architecture & personas for stakeholders as well for the development teams.
- Collaborated regularly with designers, product managers and developers.

2015 | Cipko Online, eCommerce | UX Consultant (Shoesonline.co.il)

- Analyzed customers' activities and identified failures in their experience.
- Run and used research to support evidence-focused design solutions.

2014 | Same Speech (StarUp), Project-Baveling | UX Designer

  (Web and mobile) multi-language chat, based on real-time translation.

- Created information architecture, sitemap, processes and user flows.

EDUCATION

2019 Udemi. Design Rules: Principles + Practices for Great UI Design.

2018 MIT AgeLab. Human Factors Engineering-Designing for The Human course

2012–2017 Technion. M.Sc. Industrial engineering and management, Cognitive Psychology and Human Factors with Thesis. **GPA: 90**.

2008–2011 Ben-Gurion University of the Negev. B.A. Behavioral Sciences. **GPA:93**.

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EXPERTISE

Data-driven design
User centered
Prototyping
Wireframing
Agile
Visual design
Infographic and icons
Interaction design
Information architecture
Research & A/B testing
User Flows
Task analysis
Personas

TOOLS

Sketch
Figma
Invision
Zeplin
Jira
Axure
HTML/CSS (knowledge)

LANGUAGES

English
Hebrew
Russian