Tal Domnovich

Sr. UX & Product Designer

Portfolio (pass:2202)
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Experienced Designer with over 6 years in B2B environments, specializing in designing user-centric, data-driven platforms. I bring strong problem-solving skills and a deep understanding of user behavior to create intuitive, visually compelling interfaces. Highly proficient in Figma, with expertise in collaborating across cross-functional teams to deliver seamless user experiences.

Experience

Senior UX Designer

Bezeq, Division Of Innovation | 2020 – Present

- Designed intuitive, user-friendly interfaces for complex B2B platforms, driving engagement and usability improvements.
- Developed user flows and wireframes for complex product features, balancing user needs with business goals.
- Led design projects from ideation through to production, ensuring clear communication and alignment with stakeholders and development teams.
- Managed cross-functional collaboration with Product Managers and Engineers to implement user-centered design solutions, ensuring consistent quality across platforms.
- Conducted user research and usability testing to inform design decisions and refine prototypes based on feedback.
- Created and maintained a scalable design system to ensure consistency and efficiency across multiple platforms.

UX Designer

COMRAX | 2019 – 2020

- Co-led UX design for a B2B SaaS product, focusing on enhancing user flows and creating cohesive design systems.
- Designed wireframes and high-fidelity prototypes in Figma
- Articulated design concepts to stakeholders, incorporating feedback to iterate on and improve designs.

UI Desiger (Design Systems)

Neopharm | 2018 – 2019

- Developed digital assets and cohesive design systems for online platforms, ensuring a consistent user experience across all touchpoints.
- Produced visual designs and concept presentations that influenced product and marketing strategies.

Education

John Bryce

2018-2019, Tel-Aviv

User Experience Design

HIT - Holon Institute Of Technology

2014-2018, Holon

B.Design in Industrial Design

skills

Design

User Interviews, Affinity Diagramming, Card Sorting, Information Architecture, A/B Testing, Design Handoff

Tools

Figma, Adobe Creative Suite, Zeplin

Collaboration

Cross-functional Team Leadership, Design Thinking, Agile Methodologies

Key Achievements

- Designed the Bezeq app, which reached over **300k** downloads and maintains more than 80k active users per month.
- Increased sales by over **17%** in the BezeqStore e-commerce through optimizing the user flow and improving the sales funnel based on user interaction data.
- Led design projects for complex B2B platforms (bezeq's business portal) , improving user satisfaction by **92%** and reducing calls by 70%.