

אני  
13/11/23

## ענת בן-דוד

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מאת: Eyal Apoteker <eyalapo@gmail.com>  
נשלח: 11:50 2023 נובמבר 13 שני יום  
אל: מוטי לנדאו  
נושא: תעסוקה נתיב העשרה  
קבצים מצורפים: CV - Eyal Apoteker.pdf

שלום מוטי,  
רשמתי כמה מילים על עצמי.  
אודה לך מאוד, אם תוכל לשתף את הקו"ח

Eyal Apoteker  
UX / UI Designer

I live in Netiv HaAsara.

Even though the echoes of the terrorist attack still accompany me day and night, I want to return to the work circle as soon as possible and establish a useful routine.

I'm highly professional, initiative, motivated, Self-learning and fast.

Proficient with Adobe - Photoshop, Illustrator, AfterEffect, Premier.  
Figma, Sketch, Zeplin, Anima, Lottie.

# CV - Eyal Apoteker

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## Experience

### Head of UX at Plannie

2022 – Present

During my time at Plannie as a UX Designer, I took on the responsibility of leading the UX design efforts for the B2B2C SaaS mobile app. My role was marked by close collaboration with both the R&D team and the CEO, allowing me to translate business goals into compelling and functional designs.

Thriving in the fast-paced startup environment, I consistently delivered user-centric designs within demanding timelines.

A significant accomplishment was optimizing the product funnel by strategically implementing UI enhancements, which effectively measured drop-off rates and subsequently increased conversions.

I conducted comprehensive user research, usability testing, and interviews to inform iterative design improvements, ensuring that the app catered to user needs and preferences.

This holistic approach significantly contributed to enhancing mobile app usability, resulting in elevated user satisfaction and improved conversion rates. Throughout my journey at Plannie, I remained committed to maintaining UI consistency, crafting engaging designs, and establishing design guidelines. My impactful contributions played a pivotal role in achieving the company's UX goals and positively influencing its overall success.

*Adobe - Photoshop, Illustrator, AfterEffect, Premier.  
Figma, Sketch, Zeplin, Anima, Lottie.*

### Mobile UX & UI Designer at Nayax

2017 – 2022

Complete responsibility for Nayax's mobile set of products – Monyx, MOMA and EV Meter.

Designing both on the existing products and the future ones (Android & IOS).

Logos, Icons, wireframes, animations and marketing material

The job includes working with international brands like - VISA, MasterCard, PayPal,

and ApplePay and according to their regulations and requirements + working with many of Nayax's customers directly.

Working closely with Product Managers and CEO as a sole designer

In addition to my main responsibility of Mobile products, I'm also responsible for UX, UI & Graphic Design for Embedded devices.

### UX Designer & Animator at Kibo

2015 – 2017

Design of UX and UI for both IOS and Android.

Designed wireframes and implemented in Android Studio and Xcode.

Responsible for all marketing material, animations and graphics.

Most of the job included designing from scratch, but I also had the opportunity to be involved in existing projects, including re-shaping, updates and improvements.

Working closely with Product Manager and as part of designers team.

### QA Manager at Matrix

2011 – 2012

Manual QA testing and management of 3 team members.

My team and I were responsible for a classified product dedicated to the Prime Minister's office and were planning and executing tests on both Embedded and Server-Side products.

As part of the role, I had to be deeply involved in all development life cycle, analyze requirements, investigate logs and traces etc.

### System Integrator – Elta, Intelligence Force at Israel Defense Forces

2008 – 2011 Military Service

System Integrations and testing between legacy systems of the army and the proprietary systems of Elta

### Head of classified 24/7 system department, Intelligence Force at Israel Defense Forces

2005 – 2008 Military Service

Commanding a department of 14 soldiers. A classified system collecting VisInt.

## Education

### User Experience Design certification

2018 – 2019 Technion

### Practical Engineer Degree – Interactive Media Design

2012 – 2014 Sapir College

## Languages

Hebrew – Native; English – Professional proficiency