

Maria Caravani

Product Designer

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About

Experienced Product Designer with a strong background in UX/UI design for B2B and B2C products.

I've worked on a variety of projects for clients in diverse industries, designing products and features across web and mobile and hold a Bachelor's degree from Shenkar College of Engineering, Design and Art.

Tools: Figma, XD, Adobe CS, Invision, Axure, Zeplin, Balsamiq HTML/CSS, Wordpress, Rhino 3D, Substance 3D.

Experience

Basch Interactive

UI/UX Designer

Oct 2021- Present

As part of the design team, I designed cross-platform products (mobile applications, dashboards, and digital products for B2B/B2C clients in diverse industries. (AIG, Tel-Aviv Uni, Excellence, Cal, MAX, YIT group).

- Manage the full product development process for web and mobile applications, from ideation to development handoff.
- Conducting UX research (market research, user interviews, surveys, and usability testing) according to project needs.
- Communicate the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes.
- Designing visually appealing and functional user interfaces for a variety of platforms.
- Collaborating with cross-functional teams: worked closely with developers, project managers, and other stakeholders to ensure that the design is feasible and aligns with project goals.

Gsatcom

UI/UX Designer

Aug 2020 - Sep 2021

As a sole designer for a start-up developing Satcom terminals, I designed a complex system for Automated Test Management.

- Work closely with the system engineer, R&D, developers and Marketing to determine user requirements and evaluate their feasibility through an agile methodology.
- End-to-end ownership over everything from collecting inspiration, user research, ideation, mockups and prototypes to pixel-perfect design.
- Designed user flows based on analysis and user research, resulting in intuitive and seamless user experiences, communicated design concepts effectively through the use of storyboards and process flows.
- Maintain and enrich the design system to allow scalability and efficiency.
- Monitor the implementation process to ensure that the final product matches the design specification.

Freelance

Marketing Designer

Aug 2018 - Jul 2020

As a marketing designer, I provided creative design solutions for start-ups and commercial projects working with clients like Ayecka, Delta, Sinai Medical, Elbit.

- Own design projects A-Z dealing with brand identity, UX/UI design, digital and print collateral while working closely with marketing managers, design team and other stakeholders.

Education

Shenkar College/ Bachelor of Design, Jewelry Design Dep. 2013-2017

John Bryce/ UI/UX Design Certificate. 2021

Udemy/ UX Writing Certificate. 2021