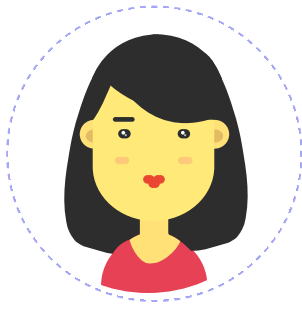


# Liron Bronstein

PRODUCT DESIGNER



Bay Area, CA  
(669) 246.1682

[LinkedIn](#)  
[lironbronstein@gmail.com](mailto:lironbronstein@gmail.com)  
[www.lironbronstein.com](http://www.lironbronstein.com)

## ABOUT ME

Passionate and innovative product designer with more than 15 years of experience creating useful and delightful solutions that address both users' needs and companies' goals.

## QUALIFICATIONS & SKILLS

- Hired, trained and managed team of 4 designers and HTML experts
- Extensive experience in agile methodologies, including 2 years as a scrum master for a cross-functional team.
- Highly skilled in collaborating, receiving and providing feedback within local and international teams
- Experience owning large-scale projects, communicating timelines, and executing independently

## TECHNICAL SKILLS/ TOOLS

- UI / UX & Visual Design
- Interaction Design
- Low to high fidelity
- Fluent in core design tools such as: Figma, Adobe XD, Sketch
- Proficient in HTML and CSS coding

## EDUCATION

### 2002 Bachelor's degree in Interactive Design

Ascola Academy of Art and Design, Israel

### 2019 Usability and User Experience

Create Academy, Israel

### 2022 The Interaction Design Foundation, Top 10% in class

- Design for the 21st Century with Don Norman
- Affordances: Designing Intuitive User Interfaces
- Gestalt Psychology and Web Design
- UI Design Patterns for Successful Software

## VOLUNTEERING

### 2019-Present Mentor, Startup Designers

The largest Israeli community for product designers

Supporting, mentoring and paying it forward to junior designers in their future careers

## PROFESSIONAL EXPERIENCE

### 2019-2021 Senior UX Designer, Brainlab

A global company, develops software-driven medical technologies

- Led the design of a robust medical data storage system, to manage and exchange clinical data to reduce cancer treatment time and improve care quality
- Worked closely with leadership in creating design plans and goals to iterate solutions for users' needs
- Established and executed a design vision and work methods for the development team, including the creation and implementation of a design system from scratch
- Collaborated with an international cross functional team to create a new concept and visualization for an orthopedic surgery planning software that utilizes digital templates and measurement tools

### 2014-2019 Senior UX Designer, Edusoft LTD

A subsidiary of ETS, the world's largest educational assessment and research organization

- Led the design of an online English learning platform, which includes digital learning courses, teacher management system, and assessment solutions
- Managed a team of designers and HTML experts, facilitate the design process, present and iterate design solutions
- Scrum master for an 8 person cross-functional team, focusing on redesigning platform interface, led to a successful launch

### 2011-2014 UX Designer, Edusoft LTD

- Designed and ideated engaging solutions for merging English learning platform content and product
- Articulates design vision, approach, and status to cross-functional team of developers, product managers, and educators, through presenting, prototyping, and design specs

### 2007-2011 Visual Designer, AKT Global

An Israeli leading provider of human capital solutions & technologies

- Designed and launched websites, coursewares, corporate videos, and presentations for local and international customers
- Converted the visual designs into an accessible front-end code
- Directly interacted with clients and stakeholders

### 2006-2007 Visual Designer, TZUR - User Experience Design

An Israeli leading consultant UX design agency

- Worked for leading local brands and international companies like Coca-Cola, Amdocs, Comverse, Globes, Visa-Cal
- Designed and launched visual graphic concepts and solutions for user interfaces, internal systems, and websites for a wide variety of platforms and industries

### 2003-2006 Visual Designer, ICT Group, Kaye Academic College

Educational initiatives development center for academic needs

- Innovated and visualized new ways to present online learning products and digital educational materials
- Collaborated with professors and developers to create appealing and effective coursewares