

# Miriam Kolp

## UI UX PRODUCT DESIGNER

A motivated UI/UX designer with a passion for creating intuitive and visually appealing solutions. A strong team player with excellent communication skills and a constant drive for learning. Skilled in user research, interaction design, and system thinking. Experienced in leading end-to-end design processes and developing scalable design systems.

[Portfolio](#)

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## WORK EXPERIENCE

### UI/UX Product Designer / platformax

2023 - PRESENT

Leading UI/UX design at a marketing agency. Responsible for end-to-end UX and UI design processes, with continuous integration of AI tools to enhance workflow and design capabilities.

- Designed and optimized UX/UI for complex applications and platforms (B2B & B2C).
- Led User Research, developed Personas, User Flows, and Wireframes.
- Created and maintained Design Systems, ensuring visual consistency and efficiency.
- Collaborated closely with teams from ideation to implementation, including developers.

### Web Designer / Freelance

2022 - PRESENT

Managed full design cycles, working directly with clients to conduct research, define user needs, and create tailored UI/UX solutions.

- Conducted research, and UI/UX design for the creation of an LMS system for Machon Lev College.
- Conducted UX research, defined Personas, and designed seamless User Journeys.
- Created responsive and accessible digital interfaces across platforms.
- Partnered with development companies such as Hamenife and Insty Dev.

### UI/UX Product Designer / dome labs

2021-2022

Worked as a product designer in a project-based company, leading UX and UI processes from concept to execution while collaborating with developers.

- Designed a financial system and a B2C community platform.
- Conducted user research, developed Personas, and mapped User Journeys.
- Created and improved Design Systems from scratch.
- Designed responsive and accessible interfaces to enhance user experience.

## EDUCATION

2024

Complex Systems Course  
'SIUR MOCHOT' COLLEGE

2023

AI course  
EVYATAR EDRI

2022

Product design course  
DEKEL MUALEM

2018-2021

Media Design Engineer  
MAHAT

## SKILLS

### User Research & Strategy

User Research  
Interviews  
Surveys  
Usability Testing  
Persona  
User Flow  
Information Architecture

### Design & Prototyping

Wireframes  
Design System  
Responsive Design  
Accessibility  
Prototyping

## TOOLS

Figma + Xd  
Illustrator + Photoshop + Indesign  
Premiere + After Effects  
WordPress + Elementor  
AI Tools