

# Dana Zavurov | UX/UI Designer (Product Designer)

Experienced UX/UI Designer creating user-centered digital products. Skilled in turning complex challenges into intuitive experiences, driven by a passion for technology, AI tools, and continuous improvement.

 [Portfolio](#)

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## Work Experience

### UX/UI Designer | SLink Digital

2024-2025

- Led end-to-end design processes for both B2B and B2C markets, including SaaS platforms, web and mobile applications across various industries.
- Conducted UX research, including user interviews and competitor analysis, to inform product strategy.
- Defined user flows, created wireframes and multiple design concepts per project.
- Designed clean, scalable UI components and contributed to evolving internal design systems.
- Collaborated with product managers, developers, and clients to ensure aligned and feasible solutions.
- Presented design decisions and iterated based on feedback from stakeholders and users.

### UX/UI Designer | Freelance

2023-2024

- Collaborated with business consultancy "Violane" on multiple client projects, delivering advanced web and mobile interfaces.  
Led the full design process: held direct communication with clients to understand their needs, created tailored UX structures, designed visual concepts, and developed responsive websites using Elementor.
- Conducted user research and created wireframes for startups to align UX with business goals.
- Designed and developed websites for nonprofit organizations such as "Hamal for Kids" and "BritArim".

### Web Designer | Mishloha Digital

2021-2023, Ramat-Gan

- Led the complete design and development (using Elementor) of the company's main website, from research and interviews through concept development and visual design, to a fully functional live site.
- Designed and built 30+ responsive websites and other digital products.
- Maintained close client communication to ensure their needs were met from inception to completion.

## Education

### UX/UI Design | Codesigner

2022-2023

### Graphic & Web Design | John Bryce

2020-2021, Tel-Aviv

## Military Service

### Paralegal | Military Advocate

2016-2018, Ofer Camp

## Skills

UX/UI Design

User Research & Interviews

Persona Development

User Flows & Wireframing

Prototyping

Usability Testing

Micro-animations

Responsive Web Design & Development

HTML & CSS

## Tools

Figma

Adobe Suite

Elementor & Wix

AI Tools

## Languages

**Hebrew** Native

**English** Fluent

**Russian** Elementary

## Hobbies

Escape rooms

Swimming

Sims