

Alon Newman

Product designer

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Summary

I design **useful, usable, and engaging experiences** for the web and beyond. As an architect, I learned a **user-centric approach**, and understand the needs and motivations of the user. I am a quick learner and a team player, who loves finding **good solutions to complex problems**.

Work Experience

Covalent Pro | Product designer Freelancer, since Aug 2020

Helping founders optimize their product, a b2c cryptocurrency investment system, providing a better accessibility for new users. My role included:

- Users research, identifying the potential users and their needs
- Designing the user flow and architecture of the web site
- Responsible for creating the website core experience, including wireframing and final copy

Farhi Zafrir Architects | Architect, Dec 2017 - Jun 2019

Working on multiple projects simultaneously, often on a tight schedule. I was required for a lot of problem solving and high communication skills as some of the projects done in a team.

- Graphic design and 3D modeling for a municipal outline plan
- Update and streamline the office's resource library files, creating a better workflow for the entire office that saves time
- Planning, Managing and supervising a multi-story building project

R. Zaibert Architects & City Planners | Architect, Jan 2015 - Nov 2017

Working in various scales: public buildings, office buildings and more. Taking part in architecture competitions, gaining higher graphic communication skills, working on 3D modeling and presentations.

Education

UXV Certification Program | John Bryce 2020

Extensive course with 130 hours total under the guidance of Tal Florentine.

B.Arch. degree | Ariel University 2010 – 2015

- Final project "An urban imagery in the 21st century" - Nominee for David Azrieli award
- Finished the second year with honor
- Excel studio projects in the 2nd, 4th and 5th years

Skills

User research
User journey
Sketching
Prototyping
Interaction design

Tools

Adobe XD
Figma
Photoshop
Axure

Languages

Hebrew
English