

Michelle Samora

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WORK EXPERIENCE

Yotpo / Jun 2023 - present

Product designer for Yotpo's subscriptions app.

- Design end-to-end features for Yotpo's subscriptions app, utilized by prominent brands in the US.
- Lead the design process from research and competitor analysis to concept creation, wireframing, and final design implementation.
- Collaborate closely with Product Managers and stakeholders to define requirements and deliver solutions.
- Work hand-in-hand with developers to ensure pixel-perfect designs and brainstorm UX solutions for technical challenges.
- Utilize tools like Fullstory and Amplitude for testing, tracking, and continuous improvement of features
- Conduct user research calls and usability tests with complex prototypes to validate designs and better understand user needs.

Fullpath / Aug 2017 - May 2023

Lead product designer for a B2B marketing platform for the United States automotive industry.

- Managed the entire design process, including research, product definition, wireframing, and visual design, resulting in successful product launches.
- Collaborated with Product Managers, developers, and stakeholders to deliver designs adopted by over 1000 car dealerships nationwide.
- Facilitated communication between cross-functional teams, stakeholders, and clients to research, test, and plan new features.
- Created mock-ups and prototypes for client testing, driving validation and ideation of new features.

ABOUT

I'm a multi-disciplinary designer with over 7 years of experience designing digital products. I have a keen eye for detail and the ability to see the big picture while aligning pixel perfect designs with business objectives.

EDUCATION

Hadassah college / 2010 - 2014

B.des Inclusive Industrial Design

Netcraft / 2016

User experience course

SOFTWARE + SKILLS

Figma

Understanding of HTML + CSS

Product thinking

Design strategy

User research

Competitor analysis

Prototyping and testing

Visual design

Fluent in Hebrew

Native English speaker