

GLORIA ZARKA

Product Designer UX/UI

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Profile Summary

Product designer with over 2 years of experience, specializing in user-friendly interfaces for websites and complex systems. Proven expertise in UX research, crafting intuitive user flows, and delivering creative digital solutions that align user needs with business goals. Skilled in design tools with a passion for AI innovation and rapid project adaptation.

Work Experience

Product designer & Team Lead at “Utopia tech”. Fintech. SAAS B2C, Ramat gan. (Company is closing)

Mars 2022 – current

- **Managed a team of 5 designers** across Israel and international locations, coordinating tasks via Discord and ClickUp to ensure seamless project delivery.
- **Led cross-functional collaboration** with product managers, development team leads, and project managers to define project priorities, allocate tasks, and ensure timely execution.
- **Redesigned a complex CRM system**, focusing on optimizing the user experience like by simplifying search functionalities, reducing unnecessary fields, and modernizing the UI. Created a comprehensive design system in Figma to streamline consistency across the platform.
- Designed a **Client Area** for a trading platform, enabling users to perform critical actions, such as withdrawals and transfers, directly from the platform, **improving accessibility and user satisfaction**.
- Delivered **responsive design solutions** for all projects, ensuring a seamless user experience across devices. Developed **wireframes and prototypes in Figma** for stakeholder validation before final implementation.
- Conducted **in-depth user behavior analysis** using Hotjar for a major finance website, uncovering key insights such as scroll depth and click hotspots, leading to a **20% increase in website traffic**.
- Designed **over 30 websites and landing pages** with a focus on lead generation, incorporating tailored design **systems and responsive frameworks** to maximize conversions.

Graphic Designer & Executor at “Degem”, Tel-Aviv

March 2021 – February 2022

- **Designed logos, business cards, packaging**, and promotional materials like bags for various clients, including Bar Zomer and Adah Lazorgan.
- Prepared **engraving files for labels** and ensured their readiness for production.
- **Managed Pantone color matching for printed** labels and selected threads for woven labels in collaboration with Harmanci (supplier for ZARA).
- Communicated directly with **clients to understand their needs** and deliver tailored solutions.
- **Increased production** efficiency by maintaining organized files and ensuring quality prints.
- Launched and **managed the company’s Instagram**, boosting online visibility.

Core Competencies

Skills: Wireframing & Prototyping | Design Systems | Interaction Design | Responsive Design | User Flow | User Research | Usability Testing

Tools: Figma (High Level) | Webflow (Beginner) | Wix Studio | Suite Adobe | ClickUp | Chat GPT | Claude AI | Dall-E

Languages: French (Native) | English (Professional) | Hebrew (Professional)

Education

AI Course at Fuzz new media | January 2024 – Mars 2024

UX/UI Specialization at Netcraft Academy | February 2023 – August 2023

UX/UI and Graphic Design Digital at Hacker U | August 2020 – December 2021