Tamar Segura

Experienced product designer with a strong interdisciplinary background and developed design aesthetic seeking an opportunity to implement my analytical and critical thinking abilities to drive exciting products forward.

LinkedIn
Portfolio
tamar.segura@gmail.com
052-8780976

Experience

2020-present
Wix | Senior Product designer
Web platform for creating professional-looking personal, and business websites with ease.

End-to-end product design of "Dealer" - an internal Wix platform that enables customizing user experience with personal suggestions and content - from research and ideation, through wireframing and prototyping, to design QA.
Responsible for defining and characterizing user journeys and information architecture impacting fundamental product features.
Working closely with PMs, developers and the content team, through all stages of the product life-cycle, to improve current components as well as adding new platform features to support the overall growth of the platform's capabilities.

2018-2020
Coronet | Product designer
Cloud-based security management platform, in partnership with Lenovo Home and Dropbox Security

Overseeing and managing the UX/UI design process for product-related functions of all company products, while establishing a system for product design and creating the general visual design assets and key visuals.
Responsible for research, development, and validation of mockups and user flows, with input from customers and cross-functional teams.

2018
RuchUp | Product designer
Social media, contests and games mobile app.

Responsible for user experience, platform and application architecture, user-flow and more, in collaboration with tech developers and the R&D department. Developed the app's visual language - from typography to icons - on both desktop and mobile interfaces. Executed iOS and Android integration.

Volunteer Work

The Product Lounge & Startup Designers' Mentorship Programs
Design mentor assisting emerging designers to construct their portfolios, prepare for interviews and home assignments, etc.

ADPList
Member of a global community of design mentors guiding aspiring designers to find their creative voice.

Education

2019
User Interface Design
Create Future School

2017
User Experience Design
Create Future School

2007 - 2011
**Bachelor of Design
interior design**
Holon Institute of Technology

Tools

Sketch ‖ Figma ‖ Principle
Webflow ‖ InVision ‖ Zeplin
Miro ‖ Adobe Creative Suite
HTML, CSS (Basic knowledge)

Languages

Hebrew - Native speaker

English - Fully proficient