

TAMAR SEGURA

Product designer

Objective

I am an autodidactic, creative, enthusiastic, "all-in" designer with solid problem-solving skills, seeking to produce and create a seamless user experience for products and systems that I feel passionate about.

I wish to exhibit my creative skills while applying my analytical and critical thinking abilities, show my curious and goal-driven character, drive company goals and contribute to the company's short and long-term strategy and mission.

Professional Experience

2018-UNTIL TODAY: CORONET (CORO.NET): CYBER SECURITY COMPANY

A platform for SMBs and MSPs for cloud security management, working in a partnership with Lenovo Home and Dropbox Security.

Product designer

- Overseeing and managing the design process for all product-related functions, across platforms (desktop and mobile) for all company products, BTB and BTC. Working with different teams such as Sales, Customer Success, Marketing and Product teams to funnel UX/UI decisions for products and features from conception to launch.
- Establishing a system for product design and creating the general visual design assets and key visuals.
- Conducting user research in the form of user testing and surveys and responsible for research, development, and validation of mockups and user flows, with input from customers and cross-functional teams when necessary.

Marketing design

- Website design, including landing pages and product console.
- Digital assets such as one-pagers, digital brochures, banners, campaigns and more.
- Printed assets such as marketing sheets, one-pagers, business cards and more.

2018: RUCHUP (RUCHUP.COM)

A social media, contests and games app.

- Graphic designer:
Ideating, building and implementing of company logo, graphic language, icons and more.
- UX/UI designer:
Responsible for user experience, platform and application architecture, user-flow and more. Including direct work with tech developers and R&D department.
- Marketing material curation:
Responsible for creating graphic materials for social media, landing pages, company website and other marketing purposes.

Info

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Education

User Interface Design

Create Future School
2019

User Experience Design

Create Future School
2017

Bachelor of Design interior design

Holon Institute of Technology
2007 - 2011

Tools

- Sketch
- Figma
- Principle
- Webflow
- Invision
- Zeplin
- Axure
- Adobe Xd, Ps, Ai, Id
- HTML and CSS
(Basic knowledge)

Languages

- Hebrew - Native speaker
- English - Fully proficient

2015-2017: DESIGNER AND ART CONSULTANT AT ARTLINK (ARTLINK.COM)

An art consultancy and provision agency.

- Project management:
Executing and orchestrating projects from start to finish. Managing all factors and service providers; collaborating with designers, architects, engineers and hoteliers to develop unique concept, collection and site-specific installation distinctively tailored for each project.
- Art consultant:
Concept development of interior and industrial design (for luxury hospitality project across the globe). Scouting for artists around the world, establishing connections and creating corporations for existing and future design projects.
- Company artist:
Plan, design and execute custom made art-work to accompany the clients design vision and art concept.

2013-2015 – FURNITURE DESIGNER AT HOUSE-IN

Costum made furniture company

- Project manager:
Following the process from the design stage to the delivery to the client.
- Furniture designer:
Designer of a big variety of furniture, with attention to details and complete fitting to different spaces and clients needs.

“Ease of use may be invisible, but its absence sure isn’t”

IBM