



# Emi Schenkelbach Kleiner .

Head of Design (UX/UI)

## Contact

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## Education

**2021 - 2022** [Reichman University \(Former IDC Herzliya\), Israel](#)

M.A- Human Computer Interaction (HCI) - Cum Laude

**2013 - 2014** [Shenkar College of Engineering and Design, Israel](#)

UX/UI & Web Design / Application design

**2006 - 2010** [Shenkar College of Engineering and Design, Israel](#)

B.Design - Industrial Design

## About

Experienced UX/UI designer with a passion for technology and human-centred design. With a background in HCI, product design and research, I create innovative, user-centric solutions, integrating AI and cutting-edge technologies to enhance digital experiences.

## Professional History

**Nov 2022 - Today** [Head of Design \(UX/UI\), Moojo](#)

Lead the design & UX of a Web3 e-commerce solution for brands, defined a mobile solution for consumers, conducted usability tests, research, and ideation, and successfully launched a shopping app.

**Dec 2020 - Nov 2022** [Senior Product Design Lead \(UX/UI\), Kryon Systems](#)

Collaborated closely with various teams, including product managers, developers, QA, sales, customer success, marketing, and CTO.

Managed and mentored a junior Product Designer and a freelance designer.

### • Lead designer for Studio Plus platform

- Orchestrated a comprehensive redesign, transforming a complex legacy platform into a user-friendly, low-code automation builder through user interviews, user flow, wireframe testing, and ideation from concept to development and testing.
- Built a design system from scratch, working closely with a front-end developer to implement a new approach of design tokens and implementation in Storybook.

### • Lead designer for Process Discovery | SaaS Platform

- Managed the migration of design components from Sketch to Figma and established a design system. Overseeing a Polish freelance designer.
- Led an illustration design project, ensuring alignment from concept to completion. Overseeing a Ukrainian freelancer.
- Manage the development of new features by a freelance designer.
- Designed and developed new platform features.

**Jul 2020 - Nov 2020** Senior Product Design Lead (UX/UI), Cye Security

Collaborated closely with the product, developers, penetration, and marketing teams.

- Designed new complex features within the system.
- Conducted usability testings.
- Established a design system from scratch for Cye's SaaS platform.

**Jul 2018 - Jul 2020** Head of Product Design (UX/UI), FarePlace (Bidflyer)

Collaborated closely with the product, developers, QA and CEO. Managed one product designer.

- Redesigned from scratch management interface for aviation revenue managers and e-commerce teams.
- Conducted research, user flows, wireframing UI design, and delivery to development.
- Managed the design strategy for UX/UI, mobile, web applications, and marketing collaterals, both B2B and B2C.
- Led all B2C product designs from concept through to delivery to airline companies.

**Oct 2015 - Jul 2018** Product Design Lead ( UX/UI ), Reduxio Systems

Lead Designer UX/UI for Reduxio's TimeOS platform, Supervised one freelance designer.

- Managed overall UX design, including usability testing, wireframes, user flow, prototyping and delivery to development.
- Spearheaded a form factor design project for Reduxio's storage hardware, overseeing production by an external vendor in China, ensuring high-quality output through active on-site supervision.
- Designed marketing collateral, user manuals, and led the brand book design process.

**Feb 2013 - Oct 2015** Product Designer (UX/UI ), Freelance

- Worked with different startups designing SaaS platforms for B2B and B2C businesses.
- Worked on mobile social applications, an editor platform, a healthcare device interface.
- Designed social, marketing, and branding materials for startups.
- Proficient in UX/UI design for websites and mobile applications across diverse sectors.

**Mar 2012 - Mar 2013** Industrial & Web Designer, NanoFiber

- Led design and development of carbon fiber furniture and lighting.
- Managed the design of sales and marketing collateral.
- Responsible for the website design and development.

## Professional History

### **Mar 2013 - Oct 2011** [Industrial Designer, Nekuda DM](#)

- Conducted user-centric design research.
- Designed UX/UI for a dental product interface.
- Worked on various Industrial Design projects.
- Designed customer presentations and graphics.

### **Nov 2008 - Jul 2010** [Vice Chairman, Student Union, Shenkar College](#)

- Addressed personal issues of design students, fostering a supportive academic environment.
- Promoted student ideas contributing to a positive atmosphere.
- Produced student events, enhancing campus culture and engagement.

## Design Tools

Figma | Midjourney | ChatGpt | Claude.ai | Illustrator | Photoshop | Axure | Jira  
Asana | Zeplin | User testing | Unity | VoiceFlow | Arduino

## Mentoring Volunteering

### **Nov 2019 - Today** [Startup Designers](#)

I currently volunteer as a Mentor at Startup Designers - a large community for Product Designers. As part of the "Startup Designers" community, I meet with designers at all stages of their careers. I guide them in creating a portfolio while mentoring them and advising on career management. I love to mentor and help the design community.

### **Feb 2021 - Today** [ADPList](#)

I currently volunteer as a Mentor. In this program, I meet designers from around the world, guide them on how to present their projects in their portfolios and discuss challenges and how to get started.

### **Nov 2020** [Shenkar - Engineering. Design. Art](#)

I volunteered as a Mentor. During this program, I met design students from Shenkar College and prepared them for the market.

## Volunteering

### **Jan 2003 - Jul 2003** [Private Tutor, Tel Aviv University](#)

As part of a university volunteer program, I educated a 7-year-old girl whose father ran a prison sentence following domestic violence.