



Emi Schenkelbach Kleiner.

Head of Design (UX/UI)

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About

An experienced designer and UX/UI expert with projects ranging from software UI to industrial design. Passionate about innovative problem-solving and user-centric solutions, I draw from my background in industrial design to enhance engagement in a technology-driven environment.

Education

2021 - 2022 [Reichman University \(IDC Herzliya\)](#)

MA-HCI (Human Computer Interaction)

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

Professional History

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

Lead the design & UX of a Web3 e-commerce solution for brands, define a mobile solution for consumers, conduct usability tests, research process, and ideation.

Dec 2021 - 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.

- **Lead Designer for Process Discovery platform | SaaS**

- Managed and mentored a junior Product Designer.
- 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.

- **Lead Designer for the Studio Plus platform**

- Built a design system from scratch.
- Orchestrated a comprehensive redesign, transforming a complex legacy platform into a user-friendly, low-code automation builder through ideation, user interviews, user flow, wireframes, and testing.

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

- Established a design system from scratch for Cye's SaaS platform.
- Developed new complex features within the system.
- Collaborated closely with development, penetration, marketing, and product teams.

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

- Managed one Product Designer.
- Redesigned management interface from scratch, from research, user flows to UI design and delivery to development for aviation revenue managers and e-commerce teams.
- 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.

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

- **Lead Designer, Reduxio TimeOS UX/UI**
 - Managed overall UX design, including usability testing, wireframes, user flow, prototyping and delivery to development.
 - Supervised one freelance designer.
 - Led brand book design and designed marketing collateral.
 - 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 and user manual materials.

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

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

2012 - 2013 Industrial and Web Designer, Nanofiber

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

2010 - 2012 Industrial Designer, NekudaDM Studio

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

Professional
History

2008 - 2010 [Student Union Vice Chairman, 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
Skills

Figma | Sketch | Adobe Illustrator | Adobe Photoshop | Adobe Indesign
InVision | Axure | Jira | Asana | Zeplin | Mockups

Army
Service

1997 - 1999

Was promoted to a social condition NCO course instructor. Instructed in 3 course cycles. Later, monitored the activity of social condition NCOs to disqualify unsuitable NCOs

Mentoring
Volunteering

Nov - 2020 [Shenkar College of Engineering and Design](#)

Collaborate with design students to prepare them for the real-world market, offering insights and guidance tailored to their individual needs.

Jun 2020 - Today [Designrd.org](#)

- Collaborated in establishing an international platform of design mentors.
- Engaged with designers globally, conducting brainstorming sessions to foster a community focused on career management, portfolio building, and information sharing.

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.

Volunteering

2003 - 2004 [Participated in a tutoring project, 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.

Hobbies &
Interests

