Nataly Goldberg

Product Designer | Holon, Israel

With more than 15 years of experience as a multidisciplinary Product Designer, I'm passionate about creating products that are well thought-out and can make a difference.

Contact Details

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Education

2001 - 2005

Holon Institute of Technology

B.Design, Visual Communications, Graphic Design.

Skillset

Methods

- Product Design & Design Thinking
- User Interviews & Research
- Wireframing & Prototyping
- Web Design & Visual Design
- Information Architecture
- Design Systems

Software

- Figma, FigJam, Sketch, Zeplin, Abstract, Invision, Miro
- Adobe Suite (PS, AI)
- Trello, Notion, Slack. Monday, Jira

Languages

Hebrew, English, Russian.

Professional Experience

2009 - 2023

Wix.com

Senior Product Designer 2017 - 2023

- Have experience working on a wide variety of projects, including solutions for third-party app developers, the app market, and the Wix Partners program.
- Collaborated closely with product managers, developers and analysts I was involved in all aspects of the product design process, from research and conceptualization to wireframing, prototyping, user testing, and final design.

Product Design Team Leader 2014 - 2017

- I Was responsible for guiding the product designers through the entire design process, from user research to prototyping, designing and testing with focus on Billing & Connect Domain products.
- Worked in tandem with product managers, developers and cross-departmental stakeholders to ensure that our designs were aligned with business goals and technical feasibility.
- Managed the team's daily tasks and while helping to refine our design process, tools, and methodologies.

Design Team Leader 2012 - 2014

- Built and led the first Wix design team in Ukraine.
- Provided guidance and mentorship to my team, while establishing a collaborative work environment with designers, developers, and cross-functional stakeholders in the main office.

Senior Web Designer 2009 - 2012

- Worked on a variety of projects, with a primary focus on marketing materials and landing pages.
- Collaborated with marketing product managers and content writers to create effective design concepts for marketing campaigns that helped drive conversions.

2006 - 2009

KCS / Web and UX/UI Designer

I was responsible for all aspects of the design process, starting with meeting with clients to understand their needs, brand values, and functional requirements. Translating those requirements into a simple, clean, and attractive design and collaboration with developers to ensure the final result was delivered successfully to the client.

2006

VSD Interactive Media / Web Designer

Worked on branding websites, developing design concepts, and creating design guidelines for the company's strategic clients, including The Standards Institute, leading banks, and high-tech companies.

2005 - 2006

Multimill / Animator

As soon as I graduated, I landed my first job in a broadcast, multimedia, and animation studio where I learned to partner in developing concepts for major media clients in the TV industry. During that time, I worked on 2D animation using Flash, character design, and storyboarding.