Diana Sorokin

Product Designer

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Portfolio: https://dianagern.wixsite.com/website   **Bē** **in**

With over 10 years of experience in visual communication, marketing design, and UX/UI, I've had the opportunity to collaborate with B2B, B2C, and B2B2C companies, including small businesses, large organizations, and global tech leaders. My work has focused on enhancing user experiences for websites, mobile apps, and complex digital systems while ensuring accessibility and refining design to meet the unique needs of each project. My expertise spans multiple industries, delivering successful results for cybersecurity, education, banking, healthcare, media, and audio technology brands.

WORK EXPERIENCE

Proofpoint, Inc. | August 2018 - January 2024 Tel Aviv, Israel

Senior Product Designer

• As a Product Designer, I worked on Cloud, SaaS, and DLP B2B products, collaborating with a team to create user-friendly solutions for complex platforms.
• Worked closely with the front-end team, delivering final UI design files and testing and approving UI and development deliverables.
• Designed and maintained product-related marketing materials with a focus on visual design, corporate guidelines, and consistency.

Ministry Of Education | December 2015 - August 2018 Tel Aviv, Israel

Senior UX | UI Designer

As a UX/UI designer, I worked on a platform for principals and administrators of Israeli schools.
• I was responsible for the entire design process, from UX research, user interviews, ideation workshops, and understanding the unique needs of school administration to the final UI design.
• Based on user research, I worked on early concepts and created wireframes and prototypes in Axure.
• In close collaboration with a front-end and a back-end team, I created a final UI design for the responsive platform, which works on smartphones as well as tablets and large screens. I tested and approved UI and development deliverables.

Waves Audio | May 2012 - April 2014 Tel Aviv, Israel

Senior Marketing and UX Designer

As a Marketing Designer, I created large-scale marketing campaigns for the world's leading developer of audio plugins and signal processors, including:
• UI/UX design of the corporate website, the mobile app, and web applications for the professional and consumer audio electronics markets.
• Creating the Social Media graphics, landing pages, banners, and assets for the company's e-commerce Website.
• Design for global technology exhibitions.
• Promotional and corporate films, along with product tutorial videos.

Ideodigital | 2010 - 2011 Tel Aviv, Israel
Senior UI Designer

As a UI designer, I closely collaborated with UX teams to create user-friendly interfaces for mobile apps and platforms in the banking and healthcare industries. I transformed complex UX specifications and mock-ups into versatile designs for iOS, Android, and web platforms, ensuring a user-friendly experience across multiple devices.

RTVI | October 2007 - July 2009 Tel Aviv, Israel
Senior Designer, Art Director, Broadcast Designer

As a Senior Designer, working on a worldwide TV News channel. I was responsible for:
• Art Direction of Channel Broadcast Design. • News and TV Shows Packaging and Branding. • Editing, Animation, and Post-production of Promos and Video Advertisements. • Creating visual effects and animations for daily News broadcasts. • Working on UI and Marketing for the RTVI News Website. • After Effects, Animation, Compositing, Video Editing, and Colour Correction.

Freelance | Since 2011
Independent UX & Graphic Designer

As a Freelance Designer, I use all my professional skills and experience:
• UX | UI, UX Research, wireframes and prototypes
• Design for Mobile (IOS and Android) and Desktop
• UX | UI Reviews and Consulting
• Branding and Design for Marketing and Social Media
• Presentations for Tech Conferences and Exhibitions
• Product & Educational Films & Presentations
• After Effect & Animation
• Creative & Art Ideas and Concepts
• Documentary Filming and Direction
• Design for Printed Media

EDUCATION

Wizo Academy Of Design, Haifa.
B.E.Design
October 2003 - July 2007 Israel

Technion
UX Research
May 2024 - September 2024 Haifa, Israel

Create
UX Designer
December 2017 - June 2018 Tel Aviv, Israel

LANGUAGES

English (Fluent)
Hebrew (Fluent)
Russian (Native

TOOLS

Figma, Adobe Photoshop, Illustrator, After Effect, AI Tools, Premier Pro, Sketch, Zeplin, Axure, Jira, Airtable, Trello, Microsoft Office

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SKILLS

UI, UX, UX research, wire framing, Interaction design and prototyping, design for mobile and desktop, IOS and Android, Web design, responsive design, Iconography, Infographics, design of complex platforms and products, design system, Wix, branding and corporate Identity design, presentations, design for marketing and social media, creating of social media campaigns including banners and landing pages, graphic and visual design and illustration, logo design, video editing, After Effect, 2d animation, colour correction and post-production, creation of corporate and identity videos and educational movies, video presentations for tech conferences and exhibitions, movie trailers and video advertising design for printed media such as brochures, posters, book covers, corporate identity, illustration, products packaging, photo correction, photography.

SOFT SKILLS

Excellent communication and interpersonal skills, creative thinking, adaptability, empathy, critical thinking, user-focused mindset, and mentorship.

AWARDS

Green Shot Film Festival | 2007
First award for the short movie

Designed In Israel | 2007
Participation with illustrated Pop-Up book "End of the world"

Ashdod Film And Music Festival | 2007
Participation with the short movie, "Song of Safekeeping"

Israel Poland New Gaze Documentary Project | 2007 - 2010

Filming Documentary Project in Poland - one of the 6 participants of the project from Israel

Jerusalem Festival Of Poetry | 2008
Participation with the short movie "Song of safekeeping