
Dafna Blumenthal

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• <https://ibdesign-portfolio.com/>

UX/UI designer and researcher, Senior web designer

Passionate UX/UI researcher and designer with web, SEO, and digital marketing background. Seeking a role in UX/UI/product design to utilize UX/UI skills on mobile, tablet, and the web. Led creative teams & drove revenue for clients inc. Citibank, Pfizer, Maybelline, Merrill Lynch, IBM. Can create, research, & manage apps/websites, increase global target market visibility, work quickly, & manage multiple clients simultaneously.

WORK EXPERIENCE

Nobel Desktop New York • New York • 09/2023 – 02/2024

UX/UI researcher and designer

- Developed "Mind Ease" Mental Health app, resulting in improved access to mental health resources for users. I conducted in-depth user research and usability testing, as well as wireframing, prototyping, sketches, mood boards, brand identity, and affinity mapping. Additionally, I created user personas to better understand my target audience.

Nygaard Partners Llc • New York • Full-time • 01/2023 – 09/2023

Digital and UX/UI designer

- Designed and maintained user-friendly desktop and responsive websites.
- Managed website maintenance and SEO, resulting in a 20% increase in traffic and improved user experience
- Implemented WordPress and Elementor Pro with AI plugins, leading to higher conversions and revenue for clients.

Congregation Beth Elohim • West Oran, NJ • Part-time • 09/2022 – 01/2023

Hebrew and Art Teacher

- Teaching Hebrew and art to kids ages 5-12, increased students' Hebrew reading fluency by 20%, resulting in improved confidence and engagement.
- Developed customized learning materials in Figma, resulting in improvement in students' understanding of Hebrew.

Venn Global Ltd • New York • Full-time • 09/2021 – 06/2022

UX/UI designer & researcher

- Conducted UX/UI research, and designed prototypes for the VennGYMPass application, including deliverables such as , user-testing and data-driven design features and brand design.
- Complete design of all parts of the application including User Research Plan, Guide, User Research, Empathy Map, Journey Map, Persona, User Flow, Competitive Analysis, Problem Statement, Scenarios, Sketches, Site map, Mood Board, Wire flow, Discussion Guide, Research Plan, Prototype, Usability Testing Synthesis, and Logo Design
- Conducted A/B testing resulting in improved product usability and customer loyalty.

Ibdesign Studio NYC Llc • New York • Full-time • 05/2001 – 04/2021

UX/UI Designer & researcher, web designer, SEO specialist

- Designer & Leader of the full-spectrum design house catering to results-oriented clientele across the globe.

- Designed and managed 700+ globally recognized websites, resulting in increased brand awareness and customer engagement for film distributors and beauty brands.
- Positioned company as industry leader by conducting thorough research and implementing innovative web design strategies, resulting in 100% increase in market recognition.
- Design websites in Figma, implement in WordPress, present drafts to stakeholders, troubleshoot UX problems, adhere to style standards, design menus and options, conduct UX testing, contribute to agile team meetings.
- Designed effective print and digital ads that generated a 10% increase in sales and a 15% increase in brand awareness.
- Increased website traffic by 50% through implementing SEO strategies resulting in higher conversion rates
- Utilized AI plugin and link exchange to develop successful SEO campaigns, driving a 35% surge in organic search traffic and 10% growth in overall website conversions.

Maybelline NY • NY, United States Of America • Part-time • 05/1999 - 07/2000

Freelance web/Graphic designer

- Created the company's first web site, leading to a 100% increase in online conversions and a 15% increase in brand awareness.

Pfizer Corp • New York • 10/1998 - 06/2000

Web designer

- Developed first website as part of design group, leading to 50% increase in website conversions and improved user experience.

EDUCATION

Certification in UX/UI Research and Figma software

Noble Desktop • New York

BFA in Graphic Design

Parsons School Of Design • New York

Associate in Art and Design

School Of Visual Art, NY • New York

BFA in Architecture

Bezalel Academy Of Art & Design • Jerusalem

Marketing Business Development

Baruch College, NY

SKILLS

Friendliness, Research, Lead Others, Adobe Creative Cloud, UX/UI Design, Web Design, Prototyping, AI Generators, User Research, Brand Identity, Usability Testing, Personas, Affinity Mapping, Wireframing, SEO, Data Analytics, Data Driven, Website Maintenance, Marketing, Social Media Marketing, Corporate Design, Responsive Design, Business development, User Engagement, Classroom experience, E-commerce, Website Hosting

Tools: Figma, Word Press, Adobe Creative Cloud, Google Suite, Analytics, HTML 5, Marvel, Elemntor Pro, CSS, Miro, Photoshop, HTML 5, Adobe Illustrator, Notion

Languages: English, Hebrew