Dafna Irit Blumenthal

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 • https://ibdesign-portfolio.com/

UXUI - Web Designer, Researcher

Experienced Senior web designer looking to transition into UX/UI researcher. Seeking a role as a UX product designer to build on design skills on mobile and web. I have led creative teams & driven revenue for clients including Citibank, Pfizer, Maybelline, Merrill Lynch, and IBM. Excited about diving into and being a part of your incredible team.

WORK EXPERIENCE

Nobel Desktop New York • New York • 09/2023 - 02/2024
UX/UI researcher and designer
- Developed "Mind Ease" Mental Health app, which provides access to mental health resources for users while on the job. Conducted in-depth user research and usability testing which included, wireframing, prototyping, and brand identity.

Nygard Partners Llc • New York • Full-time • 01/2023 - 09/2023
Digital and UX/UI designer
- Designed and maintained user-friendly desktop and responsive websites.
- Implemented WordPress and Elementor Pro with AI plugins, leading to higher conversions and revenue for clients.
- Managed website maintenance and SEO, resulting in a 20% increase in traffic and improved user experience

Congregation Beth Elohim • West Orang, NJ • Part-time • 09/2022 - 01/2023
Hebew and Art Teacher
- Taught Hebrew and art to children ages 5-12
- Developed customized learning materials in Figma to help students improve in their 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 research, brand design, and prototyping.
- 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.
- Designed and developed websites in Figma and WordPress, conducted user research and presented drafts and findings to stakeholders and clients.

- 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 plugins and link exchange to develop successful SEO campaigns, driving a percentage surge in organic search traffic and growth in overall website conversions for multiple clients.

Maybelline NY • NY, United States Of America • Part-time • 05/1999 - 07/2000
Freelance web/Graphic designer
- Created the company's original web site and online presence.

Pfizer Corp • New York • Full-time • 10/1998 - 06/2000
Web designer
- Developed first website as part of design group

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

Marketing Business Development
Baruch College, NY

BFA in Architecture
Bezalel Academy Of Art & Design • Jerusalem

SKILLS

UX/UI Design & research, User Research, Website Maintenance, Brand Identity, Responsive Design, Usability Testing, Wireframing, Web Design, Personas, Social Media Marketing, E-commerce, SEO, CSS, HTML 5

Tools: Figma, Word Press, Adobe Creative Cloud, Elemntor Pro, Google Analytics, Miro, Marvel, Notion, Canva

Languages: English, Hebrew