

Dafna Irit Blumenthal

500 E 77th St, New York, NY

929-255-5899 | irit@ibdesign.net

linkedin.com/in/ibdesign | www.ibdesgn-portfolio.com | <https://ib-uxui.com>

UX/UI Designer and Researcher

Dynamic and experienced web designer and developer transitioning into a UX/UI designer and researcher role. With a proven track record of leading creative teams and driving revenue for clients ranging from startups to industry leaders like Citibank, Pfizer, Maybelline, Merrill Lynch, and IBM, I am passionate about enhancing user experiences and contributing to innovative teams.

I have 3 years of experience in AI development , 5 years of experience in Figma , and 20 years in web design, development, and promotion.

Work Experience

Ibdesign Studio NYC LLC

New York, NY

UX/UI Designer & Researcher

01/2002 - Present

- Founded and lead a design house focusing on purpose-driven web solutions specializing in design, development, SEO, and branding for global companies.
 - Developed effective print and digital marketing materials, achieving a 10% sales increase and 15% brand awareness growth.
 - Managed over seven hundred websites, increasing traffic by 50% and organic search visibility by 75% through targeted SEO strategies.
 - Created unique websites tailored to client needs, offering ongoing personalized service.
 - Proficient in Figma, WordPress, Elementor Pro, HTML, and CSS, with strong UX/UI design skills, including mockups and usability testing.
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Nobel Desktop

New York, NY

UX/UI Researcher and Designer

09/2023 - 02/2024

- Developed the "Mind Ease" mental health app, enhancing access to mental health resources.
 - Conducted comprehensive user research, usability testing, wireframing, and prototyping.
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Nygaard Partners LLC

New York, NY

Digital and UX/UI Designer

01/2023 - 09/2023

- Designed and maintained user-friendly desktop and responsive websites.
- Implemented AI plugins in WordPress and Elementor Pro, boosting client conversions and revenue.

Venn Global Ltd

New York, NY

UX/UI Designer & Researcher

09/2021 - 06/2022

- Conducted UX/UI research and designed prototypes for the VennGYMPass application, including user testing and brand design.
 - Performed A/B testing to enhance product usability and customer loyalty.
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Pfizer Corp

New York, NY

Web Designer

01/2001 - 01/2002

- Developed the company's first website as part of the design group.
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Maybelline NY

New York, NY

Freelance Web/Graphic Designer

05/1999 - 07/2000

- Created the original website and established the online presence for the brand.
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Education**BFA in Graphic Design**

Parsons School of Design, New York

BFA in Architecture

Bezalel Academy of Art & Design, Jerusalem, Israel

Associate in art and design

School of Visual Art, New York

Marketing Business Development

Baruch College, New York

Certification in UX/UI Research and Figma

Noble Desktop, New York

Skills

- **Core Competencies:** Brand Identity, E-commerce, Personas, Responsive Design, SEO, Social Media Marketing, Usability Testing, User Research, UX/UI Design & Research, Website Maintenance, Wireframing
- **Tools:** WordPress, Figma, Elementor Pro, CSS, Adobe Creative Cloud, Google Analytics, HTML5, Marvel, Miro, Notion,