

# Keren Sella

Product Designer

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I'm a warm and friendly person with four years of experience in professional Problem-solving. I enjoy working in teams, and I stand out independently. I believe in approaching challenges with a "never give up" attitude and paying attention to the details.

## Work Experience

### UI/UX Designer / Playnet Interactive

2025

- Took on the role of the sole UI/UX Designer of the company's mobile games.
- Wireframing, prototyping, and designing under tight deadlines, while prioritizing efficient design and conducting research.
- Collaborated remotely with the company's team, using project management tools to track tasks and align the project's process.
- Led all the designs in Figma and combined AI tools to speed up concept creation and visual asset creation.
- Applied B2B client feedback and needs to the design process.

### Dynamic Role / Xtras

2023 - 2025

- Worked in a dynamic range of roles, adjusting to new teams and environments..
- Adapted quickly to new tasks and responsibilities.

### Business Customer Care / Isracard

2021 - 2022

- Provided B2B product support and identified the problems and needs of the clients.
- Collaborated with different departments to solve problems.
- Sought ways to help the clients and offered multiple tools to ease the user experience.

### Help Desk / Ministry of Defence

2019 - 2021

- Documented cases of different users and researched solutions.
- Collaborated across teams to solve issues and share information.
- Performed user tests to broaden my understanding of the problems and seek out solutions.
- Identified user needs and tailored options accordingly.

## Education

### User Interface & User Experience Design

Netcraft Academy  
2021 - 2022

## Military Service

### Network Manager

Intelligence Corps

## Skills

Visual Design  
Wireframing  
Prototyping  
User Research  
Competitive Research  
Attention to Detail  
Extra stomach for dessert

## Tools

Figma  
Photoshop  
Illustrator  
ChatGPT  
Midjourney  
Monday

## Languages

Hebrew - Native  
English - High level