

Irina Roiffe

UX/UI Designer

Contact

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Skills

- Wireframing & Prototyping
- Design Systems
- App & Web Design
- Visual Design & Mockups
- User-Centered Design
- Strong Attention to Detail
- Creative Problem Solving
- Autonomy & Prioritization
- Collaboration & Communication
- Cross-Functional Teamwork
- Adaptability
- Feedback Integration & Iteration
- Workflow Optimization

Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Wix Studio
- WordPress
- Microsoft Office
- Notion
- Miro

Languages

Spanish	Native
Hebrew	Native
English	Fluent
French	Intermediate
German	Beginner

Professional Summary

Guided by user needs, aesthetics, and a detail-oriented mindset, I craft **intuitive and visually engaging designs** while providing **simple solutions to complex processes**. I look forward to contributing my skills in **design systems, wireframing, prototyping and UI design** to create memorable user experiences and grow within a collaborative team.

Work Experience

Junior UX/UI Designer

Personal Project | 2024

- Designed a fictional **social network for the art community**, solving issues of scattered art-related content, audience reach, and professional networking.
- Delivered **end-to-end product design**, including user research, information architecture, wireframes, prototypes, and mockups, creating a complex system tailored to 4 distinct user personas.
- Established the product's **branding** and developed a cohesive **design system and style guide**.

Gallery Assistant

GINA - Gallery of International Naïve Art | 2017-2019, 2024

- Photographed and **edited artwork images in Photoshop** to ensure accurate representation of the originals.
- Managed content updates on the website using **WordPress**.
- Maintained **accurate inventory documentation** to streamline access and improve efficiency.

Administrative Office Manager

Benyamini Contemporary Ceramics Center | 2021-2023

- **Redesigned** the newsletter's layout, receiving positive feedback and **increasing engagement** from subscribers.
- Developed the monthly **social media content schedule** in collaboration with the social media manager, contributing to a **10% increase in followers**.
- Acted as the primary point of contact for over 150 students, offering **effective solutions** and fostering **friendly professional relationships**.

Assistant to Registrar

Tel Aviv Museum of Art | 2019-2021

- Assisted with the accession of artworks into the museum's collection, and with the loan of over 100 artworks annually, collaborating with **cross-departmental teams** and **external stakeholders** to ensure the secure transfer of pieces.

Education

Certificate in User Experience & User Interface

Netcraft Academy | 2022-2023

Certificate in Translation & Text Editing

Beit Berl College | 2017-2018

B.A. in Art History

The Hebrew University of Jerusalem | 2011-2015

Major in Renaissance & Modern Art