



# Marina Dus

## Senior Product Designer

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## EXPERIENCE

### Senior UI/UX Product Designer at Riverbed Aternity

2016 - 2024, Hod Hasharon

Aternity **SaaS B2B product** offers a background service that monitors end-user experience by measuring application and device performance. I held the sole responsibility for UI/UX design

- Collaborated with project owners to develop new features for Aternity's product.
- Created and managed Aternity's design system and style guide.
- Managed multiple projects across all phases of the design process, including user research, wireframing, prototyping, and usability testing.
- Front-end developing part of the product's screens.
- Branding and Illustrations.

### Senior UI/UX Designer at Segmentic

2014 - 2016, Kfar Netter

At Segmentic, a young startup developed **B2C product**. I held the sole responsibility for UI/UX design, ensuring the optimal user experience across all company products, with a role encompassing Product & Web Design, Usability Testing, and User Testing.

### UI/UX Designer (Contractor) at Amdocs

2014, Ra'anana

My responsibilities included converting prototypes into high-fidelity designs and providing style guides for future development.

### UI/UX Designer & Front-End Developer at Media Applications

Ramat Gan, 2011 - 2013

Wireframing, user flows, and high-fidelity design for all types of devices.  
Web Design, branding and HTML&CSS.

### Web Designer & Front-End Developer at TNTraffic

Tel Aviv, 2005 - 2011

Web Design, Branding, SEO and HTML&CSS

### Interactive/Web Designer and HTML Coder at Nirox

Tel Aviv, 2001 - 2005

Web Design, Branding, Animation and HTML&CSS

### Technical Illustrator, GUI Designer at Netformx Ltd

Bney Brak, 2000 - 2001

## SKILLS

- Extensive experience in UI/UX design for complex **SaaS B2B** environments.
- **User Research & Analytics**, ability to translate complex requirements into intuitive design solutions.
- **End-to-end experience design** from wireframes to final implementation.
- Strong emphasis on system consistency and design coherence, including the creation and management of **style guides**.
- Conducting and analyzing **usability tests**.
- Understanding of on-page **SEO** best practices.
- Proficient in **HTML and CSS**, with a solid understanding of JavaScript.
- Collaboration, work effectively with cross-functional teams.
- Branding and identity, creating illustrations.
- Problem-solving and attention to detail, ensuring **pixel-perfect design** for a polished experience.
- Adaptability and continuous learning.

## TOOLS

- **High and low-fidelity prototypes** using Figma and Adobe XD.
- Proficient in Adobe Creative Suite.
- Google Analytics, Hotjar, Wordpress, Jira and etc.

## EDUCATION

- **BA in Visual Arts**, Kazakhstan.
- **Digital Graphics Design Academy**, Tel Aviv.
- Completed numerous online and in-person UI/UX design courses and industry conferences.
- 4 years of study at Art School, Kazakhstan.

## Languages

- English (Professional working proficiency)
- Hebrew (Full professional proficiency)
- Russian (Native)