Liel Hay Hagage

UX/UI Product Designer

I'm a UX/UI product designer with over 7 years of experience in the full end-to-end product design lifecycle. I specialize in creating meaningful interactions, smooth digital experiences, and beautifully designed web and mobile interfaces.
As an artist at heart, I'm equally obsessed about details as I am about evoking emotion: I craft aesthetic, human-centered, and pixel-perfect platforms that people love using.

Check out my portfolio!

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EXPERIENCE

2019 – April 2020:

Product Designer for WedReviews
(9instyle, Urban Brides, etc.)

In this role, I led major projects for some of Israel's most beloved and well-known online brands, for whom I created responsive websites, mobile apps, and integrated digital platforms.
The work included the end-to-end process of UX/UI design, incl. concept /ideation, research, strategy, branding, prototyping, design, creating information architecture, wireframing, and delivery.

My responsibilities entailed:

- Branding and creative, from concept to a living and breathing brand
  that resonates with the target audience.
- Translating strategy and business needs into visual concepts,
  technical requirements, and client-centric designs with a flawless user experience.
- Designing elegant and creative Web and Mobile interfaces incl.
  wireframes, prototyping, scenarios, etc.
- Delivering final products to developers, troubleshooting and QA with developers.

2014–2019:

Owner and Head of UX/UI Design | Ginger Design Studio

Ginger Design Studio is a one-stop-shop for creative web and mobile design, from concept to final product. As the studio owner, I managed the full cycle of commercial, creative, and technical work, incl. managing clients, collaborating with developers, and delivering beautiful, user-friendly, and responsive web and mobile interfaces.

I led projects of various scales from A-Z, including:

- Thoughtfully advising and guiding clients on industry standards, best practices,
  and what a user-centered approach entails.
- Branding and rebranding work, incl. competitive research and defining a full brand
  style guide (logos, color scheme, typography, imagery, design language, style guidelines, etc.)
  that can be used for marketing collateral in print and digital.
- The full UX/UI product design cycle: researching client needs, defining business requirements
  and site's goals, segmenting and identifying the target audience(s), establishing a design concept,
  constructing information architecture, user scenarios, wireframes, and eventually designing beautiful,
  user-friendly, and responsive interfaces for desktop and mobile (incl. cross-platform design)

SKILLS

SKILLS & CAPABILITIES
Product strategy
Teamwork with developers
Client management
Project management
Graphic design
Branding

UX METHOD
User research
Design Sprints
Prototyping
Personas
wireframing

TOOLS
Figma
InVision
Photoshop
InDesign
Illustrator
Adobe XD
Lottie
Notion
HTML (basic)
CSS (basic)

PLATFORMS
WordPress
Elementor
Wix
Joomla

LANGUAGES
Hebrew - Native
English - Fluent

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EXPERIENCE (continued)

2013–2014:

UX/UI Designer | Digital Guru – Guy Lev's Design Studio

I was asked to join Guy's design studio during my practical engineering education at the Technion Institute. Through his mentorship and support, I had the privilege of gaining valuable industry exposure and best practices. Within a few months, I started managing design projects on my own from start to finish, incl. researching, designing, and developing various WordPress sites, from promotional websites to e-commerce platforms.

The role included leading projects by:

- Identifying target audiences, researching needs, collecting data, creating concepts
- Designing interfaces and the overall user experience
- Working side by side with developers, incorporating business requirements with technical specifications
- Usability testing, implementing required changes, and launching a final product(s)

Skills gained:

- Basics of programming
- Managing clients, incl. commercial discussions, identifying business requirements, progress, and final delivery presentations, etc.
- Translating business requirements to technical specifications and collaborating with the development team
- Project management

2005–2008:

Team leader, Network Administration | IDF

I began my mandatory military service as a network administrator and grew to become a team leader in the Central Command district (Pikud Merkaz). I continued my service for an additional year as commander in the unit, with both professional and managerial duties.

EDUCATION

Juni 2020 – November 2020
Product design UX/UI with Sagi Shrieber │ Studio 6B

2017–2018
UX ,User experience design course │ Netcraft Academy

2016–2017
UI , User interface design course with Nir Navot │ Netcraft Academy

2011–2015
B.A. multidisciplinary │ Haifa University

2011–2013
Interactive media studies │ National School of Practical Engineering, Haifa