

# VIOLA GOLDBERG

Product Designer | UX Architect

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**Portfolio:** ux-goldberg.ezratech.co.il

## SUMMARY

Product Designer & UX Architect with a unique 8-year engineering background as a Chief Project Architect. I bridge the gap between complex technical logic and intuitive user interfaces by following a structured workflow: from Research & Strategy to high-fidelity prototyping in Figma. Specialized in the Israeli market across PropTech, AI platforms, and E-commerce, with extensive experience designing for **Hebrew (RTL)** environments.

## TECHNICAL SKILLS

- **Interface Design:** UI/UX for Web & Mobile, Responsive Design, and specialized RTL (Hebrew) adaptation.
- **Figma Mastery:** Advanced use of Auto Layout, Components/Variants, Design Tokens, and interactive prototyping for developer-ready handoff.
- **Systems Thinking:** Engineering mindset applied to project lifecycles, team coordination, and technical documentation.
- **Tools:** Figma, AutoCAD, Excel, MS Office, and AI-driven design workflow optimization.

## DESIGN EXPERIENCE

UI/UX Designer | 2022 – Present

- **IsraRealty & EzraHome:** Designed real estate and property management interfaces with full RTL (Hebrew) support. Developed intuitive property search systems and optimized dashboards for owners and tenants.
- **ExpertAI:** Designed the UI for an AI-powered analytical platform, transforming complex datasets and algorithms into actionable control panels.
- **Architector.tech:** Developed the full visual identity, logo, and website structure from scratch. Built a comprehensive Figma component library to ensure design consistency and rapid scaling.
- **ExpertSmet:** Interface design for engineering estimation tools, managing high-density numerical data and financial documentation.
- **ShalomIsrael:** Redesigned the web portal for new repatriates, significantly improving Information Architecture (IA) and overall UX.
- **E-commerce:** Created high-conversion landing pages and interactive digital catalogs for fashion brands using a Mobile-first approach.

## PROFESSIONAL BACKGROUND

Chief Project Architect (GAP) / Civil Engineer | 2015 – 2022

- **GAP Qualification:** Managed full-scale design documentation cycles and coordinated multidisciplinary teams.
- **Engineering Synergy:** Leveraging a technical background to create logically sound, feasible designs that facilitate seamless communication with developers.

## EDUCATION & LANGUAGES

- **B.Sc. in Civil Engineering:** Moscow State University of Civil Engineering (MGSU), 2015.
- **Professional Training:** Chief Project Architect (GAP); Specialization in Product Design and Figma.
- **English:** Intermediate (Professional working proficiency).
- **Hebrew:** Ulpan Aleph & Bet completed (Experience with RTL interface design).
- **Russian:** Native.