

# Atara Eshed

Accomplished Senior UI/UX Designer with over 15 years of experience crafting intuitive digital products for startups and enterprise companies (SaaS, B2B, and B2C). Expert in translating complex user needs into seamless, pixel-perfect interfaces. Proven track record of leading design projects from ideation to deployment, collaborating with cross-functional teams to drive product adoption and user satisfaction.

## EXPERIENCE

### HiBob | Senior Web Designer

2024 - Present

**Brand-Product Alignment:** Bridged the gap between marketing storytelling and product reality, designing high-performing web pages that authentically showcase the platform's depth and capabilities.

**Scalable Design System:** Built a robust component library, flexible page templates, and an online brand portal to streamline workflows for internal teams and external vendors.

**Strategic Visual Assets:** Rebuilt the entire product image bank and translated complex HR concepts into a warm, human brand language.

### Atara Design Studio | Founder

2022 - 2024

**End-to-End Ownership:** Manage full-lifecycle projects for diverse clients, owning account strategy, customer relations, and final delivery.

**Product & Web Design:** Design both complex product systems and marketing websites from scratch, handling the full process from initial user flows to high-fidelity UI redesigns.

**Cross-Functional Collaboration:** Partner directly with executives, product teams, developers, and QA to align business goals with pixel-perfect implementation.

### Pixelwrapped | Senior UI/UX Designer

2015 - 2022

**Lead Designer for Startups:** Served as the lead designer for high-growth startups across the Israeli and US markets.

**Product & Marketing Scope:** Delivered designs for complex systems, websites, and marketing assets (landing pages, banners, slide decks).

**Process Ownership:** Owned the full design lifecycle, managing client iterations from project briefs and user flows to wireframes and visual QA.

## CONTACT

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## SKILLS

UX Strategy: Information Architecture (IA), User Flows, Wireframing, User & Company Research, Prototyping.

UI Design: Design Systems, Interaction Design, Visual Design, Responsive Web & Mobile App Design.

Tools: Figma, Adobe Creative Suite.

## EDUCATION

### Avni Institute

Visual Communications Design 2003 – 2007

## LANGUAGES

Hebrew (Native)

English (Fluent)

## **Amdocs** | *Web Designer*

2013 - 2015

**Enterprise Interface Design:** Designed complex web interfaces for the Amdocs product suite, ensuring high usability standards and alignment with business goals.

**Cross-Functional Collaboration:** Partnered with the global UX department and marketing teams to create seamless user experiences across internal and external platforms.

## **Moblin** | *Mobile App Designer*

2010 - 2013

**Native Mobile Design:** Designed mobile applications (iOS/Android) from inception to launch based on client requirements.

**R&D Collaboration:** Led the creation of wireframes and high-fidelity UI, working closely with development teams to ensure pixel-perfect execution.

## **Eukleia Training (London)** | *Designer 2008 - 2010*