MAYA ETSTEIN

UXR & PRODUCT DESIGNER

CONTACT

- ✉ mayaet4@gmail.com
- ☎ +972 549 535 626
- 🌐 maya-id-studio.com

SKILLS

PROFESSIONAL

- UXR/Service Design
- UX/UI Design
- Industrial Design
- Project Management
- Lecturer / Ideation workshops

PROGRAMS

- Figma
- Illustrator/Photoshop/Premiere
- SolidWorks/Keyshot

EDUCATION

M.DES INDUSTRIAL DESIGN

BEZALEL | Graduated with Honors
Interactive Design,
Human-Centered Research
2018 - 2020

B.DES INDUSTRIAL DESIGN

HIT | Graduated with Honors
Social & Inclusive Design
2006 - 2010

HIGH SCHOOL DIPLOMA

AMI-ASAF | Graduated with Honors
Psychology, Economics & Art
1999 - 2004

OTHERS

MILITARY & INTERESTS

- Intelligence Corps, Technology Unit
- TOM Association Volunteer
- Youth Movement, Sde Warburg

PROFILE

I am a UXR and a Product Designer specializing over a decade in R&D of products, services, and strategies, based on Human-Centered Design Research & Design Thinking Methodologies.
My passion? identifying stakeholders' motivations, goals, pain points, and behavioral trends and translating insights into real-life interactions.

EXPERIENCE High Lights

REMEPY | UX RESEARCHER & UX DESIGNER | 2022 - 2023

Transform clinical protocol into a digital interface that includes psycho-physiological practice for cancer patients.

- **Qualitative research |** Literature Reviews, Digital Observations, Benchmark & Trends, Contextual Learning, In-Depth Interviews.
- **Extracting insights |** Identifying Barriers and Opportunities, Customer Journey, Personas, Ideation workshop.
- **UX/UI |** Defining App structure & features, Wireframes, Prototypes, User testing (>DEV).

SANGA | HEAD OF DESIGN | 2021 - 2022

Designing a personal mindfulness guidance App (B2C)
(App, Website, Presentations, Marketing)

- **Quantitative research |** Analyses data based on Mixpanel.
- **Qualitative research |** F2F / online interviews, usability testing, prototypes, online survey.
- **Extract insights |** Improve features, develop new ones, define action items and prioritize them.
- **UX/UI |** Establish design system, wireframes & features (>DEV).

FLORENCE PROJECT | LEADING LECTURER | 2020 - 2021

Founding partner, curriculum manager & leading lecturer in the **Bezalel design & innovation lab at Soroka hospital**. I taught the students human-centered design research in order to develop products and services that will improve the user experience of patients, family members and medical staff.

- **Project management |** Research plan, Defining challenges, stakeholders mapping, recruitment, preliminary research.
- **Qualitative and quantitative research** (Data-driven design) | Methods: Literature reviews, digital observations, benchmark & trends, surveys & questionnaires, contextual learning/ ethnographic research, in-depth interviews, observations/job shadowing, diary studies, card sorting, mood board.
- **Extract insights |** Analyzing research findings, identifying barriers and opportunities, mapping the system through customer journey, mental map and personas.
- **Design Thinking Workshops |** Conducting various ideation workshops with an emphasis on empathy and multidisciplinary teams in order to create new concepts.
- **R&D |** Prioritizing concepts for further R&D. Methods: usage scenarios, wireframes, prototyping (Lo-fi/Hi-fi), usability tests
- **Research summary |** Delivering the findings to the hospital management

ELKA-JDC & BEZALEL ACADEMY | 2020

Assisting small businesses in the Arab authorities affected by the Covid-19 crisis. The project included all of the steps listed above.

INDUSTRIAL DESIGNER | FREELANCE | 2015-2019