

# David Friedenberg

Product Designer with over 4 years of experience, **an active listener with a purpose** to build greater team collaboration and user-centric decision-making processes **to create improved, intuitive products based on research and data.**  
Father of Hadar and Doron. Addicted to ketchup.

## PRODUCT DESIGN HIGHLIGHTS

- Using continuous discovery to find opportunities that create customer value and business value is my mission. **In a recent redesign I increased discoverability by 44% in a single work day thanks to a discovery process**
- Leading a shared understanding for better collaboration and an empowered team. Created an atomic design system and **guided both the Product and R&D teams, improving business outcomes**
- My clients know that **I go above and beyond to offer the most value** to accomplish the task at hand, like learning new areas of expertise (e.g. microcopy) and collaborating with freelancers abroad

## WORK EXPERIENCE

### UX Designer • Wix • 2021 – PRESENT

As part of the Wix Analytics team, I assist site owners in making better data-driven decisions by transforming websites' analytical data into visual stories

- I promote and manage continuous interviewing to discover how our users make decisions and what opportunities can help them reach those decisions
- Full ownership of dashboard designs, from defining user targets and KPIs to designing new charts for the Wix design system, conducting usability testing and collaborating with product managers and developers

### Lecturer • Netcraft Academy • 2021 – PRESENT

- Teaching data visualization principles, dashboard design process, and how to tell a good story with the right chart
- Giving students feedback on their final assignments

### Product Designer • Papaya Global • 2020 – 2021

I owned the design cycle from concept brainstorming with product managers to development handoff. Papaya is an automated SaaS platform that helps companies onboard, manage, and pay people in 100+ countries

- Promoted the "User-Centric" approach by conducting user interviews and increasing frequency of user testing by raising awareness and buy-in of the effectiveness and need for them across team members
- Improved processes across departments including design consistency, which led to a shared understanding with R&D by defining an atomic design system. This also improved the design onboarding process for new hires

## DESIGNBERG FREELANCE PROJECTS, 2017 – 2020

### Product Designer • Proggio • 2019 – 2020

B2B SaaS collaborative project management platform where I took full ownership over the product design cycle, working closely with all involved

### Co-Founder & Product Lead • Cryptogram • 2017 – 2018

B2C cryptocurrency trading platform used by over 400 active users and dozens of paying users

- Discovered users' pain points based on intensive market research and user interviews, and transformed an idea into an actual design that solves the users' problem

## CONTACT

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## EDUCATION

2013 – 2015

Computer Science studies  
at Bar Ilan University

## COURSES

2018 – 2019

User Experience Research  
and Design | Create

2020 – 2021

Product Management |  
Give & Tech

## VOLUNTEER EXPERIENCE

2018 – PRESENT

Mentor | Startup Designers

Part of 100 mentors supporting junior product designers as part of the "Startup Designers", 16K members Facebook community

## PUBLICATIONS

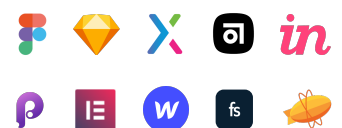
The connection between  
UX Design and a good story

"CREATE MAGAZINE", 19/11/2019

Learn UI Design online -  
what are your options, and  
who is it for?

"CREATE MAGAZINE", 18/03/2019

## PROGRAMS



## LANGUAGES

Hebrew – Native tongue

English – Fluent