



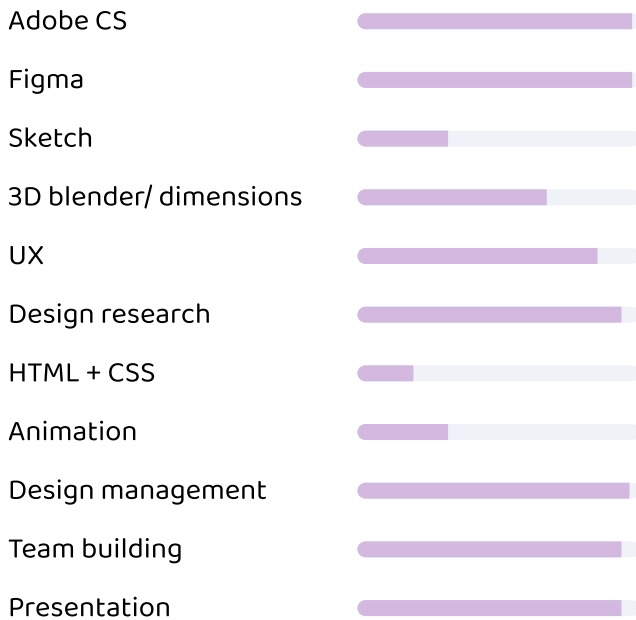
Karen Melamed

Team Leader, Designer, Illustrator, Artist & Problem Solver.

Hi, I'm Karen, a product designer in Tel Aviv who loves bicycles, my furry sidekick, and being inspired by people. I thrive on challenges and enjoy creating designs that are both fun and functional.

052-4416600 | askmissk@gmail.com

SKILLS



LANGUAGES



EDUCATION

- | **2020** CodeAcademy. HTML5 and CSS online course
- | **2017** Create. UX course
- | **2015** 6B. Digital design course (Print to interactive)
- | **2003-07** Bezalel Art and Design Academy (VCD)
- | **2001** Kalisher Art College
- | **1999-2022** Various online courses, webinars and professional book, constantly upgrading and expanding professional knowledge

| Acumen labs 2022-Current

Head of Design

Led web product design in an agile tools startup, creating user-centered designs and driving design iterations to improve user experience and product functionality.

| TipRanks 2021-2022

Head of Design and Design Team Lead

As a product design leader, I've built and led a team while collaborating closely with product managers and R&D. By creating a design system and establishing workflows, we've developed diverse web and mobile products in accordance with quarterly roadmaps.

| Kape technologies 2021

Product & Web Designer

Designing landing pages, product websites, and online campaigns for a VPN technology company, while also leading the rebranding effort. This involved creating a new logo, brand book, and implementing the new branding across all company touchpoints.

| lokali NGO 2020-2021

Design Lead, Brand & Product

As a brand and product design leader at an NGO financial startup, I established a strong brand identity and delivered a successful, user-friendly platform that empowered users to share their resources

| GUDU fitness app 2020

Branding, Marketing & Product Designer

Fitness marketplace App, where I've redefined full UX flow, user personas and created a full brand design for both product and marketing materials.

| Yehoshua/TBWA 2017-2020

Senior Creative Art director

As a creative art director, I have led 360 campaigns, developing TV ads, digital and social activities from concept to execution for major clients, both locally and internationally.

| Elaaastic+ bitbite 2014-2017

UX/UI Designer, Creative Art director

As a designer at a service company, I created physical and digital brand identities and products for clients such as the Fox Foundation, Intel, and more.

| the MisSk 2004-Current

Illustrator, Designer, Street Artist

As an independent artist, I have worked with a variety of clients to create murals, brand designs, and solo exhibitions, gaining recognition for my street art on local and international media.