

# Michal Ninburg Product Design Team Lead

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## About Me //

Experienced in B2B product design, brand identity, web and marketing design. Part of Startup Designers community's management team. A mentor, public speaker and writer at 'Medium'. I'm extremely organized, a multi-tasker, a great team player with strong communication skills.

## Work Experience //

### Spot by NetApp

#### Product Design Team Lead

2021 - Present

- Leading and mentoring the UX team, prioritizing the tasks and timelines.
- Defining the team's work process, which improved the collaboration with the PMs, Technical writers, R&D and QA teams.
- Supporting the designers personal development and growth.
- Recruiting new designers for the company's various products, establishing and executing their onboarding process.
- Leading the 'UX at Spot' sessions for the R&D's bootcamp.
- Involved in product strategy and roadmap, and participating in board meetings with stakeholders.

#### Senior Product Designer

2019 - 2021

- Designing the company's web products and leading the design process from research, ideation of new features to the execution, delivery, implementation of all assets and design QA.
- Establishing and maintaining Spot's Design System, which improved the work process between the UX, Product and R&D departments.
- Conducting user interviews and research to fully understand our users' needs and requirements.
- Collaborating with NetApp's global UX teams on cross platform projects, and sharing knowledge via 'UX across NetApp' sessions.

### UI Designer at Cellebrite

2017 - 2019

- Created a unified look & feel for the company's products from scratch, including design guidelines and conducted design QA.
- Worked on multiple projects simultaneously with different deadlines and requirements, in an agile environment.
- Worked directly with R&D teams, POs, PMs, UX designers and writers.

### Art Director & UI Designer at eToro

2015 - 2017

- Managed the design studio's tasks, timelines and lead the studio's in-house and freelance designers and developers.
- Created multi-lingual marketing materials from concept to execution.

### Graphic Designer at Feuerstien Design

2014 - 2015

- Brand identity, print, logos and packaging design.
- Managed various projects and worked with the studio's clients.

## Volunteer //

### Community Manager & Newsletter Editor at Startup Designers

2020 - Present

### Mentor at Startup Designers

2019 - Present

### Public Speaking

2019 - Present

## Education //

### Practical User Research

Discovers, 2023

### Practical Innovation Facilitator

Discovers, 2021

### UX courses

Pluralsight, 2019

### B.design in Visual Communications

HIT, 2009 - 2013

## Professional Skills //

### Design skills:

UX & UI • Design System • User interviews & research • Usability testing • User flows • Mockups & Prototyping • Wireframes • Web design • Marketing design • Brand identity • Art direction

### Additional skills:

Mentor & Team management • Organized • Great communication skills • Team player • Problem solver • Self taught • Writing • Public speaking

## Languages //

- Hebrew - mother tongue
- English - mother tongue level