

HEN GERSON

Product Designer · Entrepreneur

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SUMMARY

End-to-end Product Designer specializing in complex systems, data-driven UX, and product strategy. I turn complicated operational needs into clear, intuitive, and scalable digital experiences.

EXPERIENCE

Founder & Product Designer – VALUE Volunteer Platform
(Mobile & Dashboard) 2024–2025 · Tel Aviv

- Led a 10-person team across UX research, flows, and usability testing.
- Designed a data-driven mobile app & dashboard for volunteers during wartime.
- Delivered A-Z lifecycle: UX, UI, storytelling, MVP, strategy, dev handoff.
- Built real-time operational dashboards for municipalities.
- Managed timelines, priorities, and product requirements.

UX Research & Product Design – IGIN Medical Tech
(Complex Dashboard Systems) 2023 · Tel Aviv

- Designed complex multi-layer dashboards for CEOs, COOs, and medical staff.
- Mapped operational workflows and transformed them into intuitive UX.
- Conducted research, interviews, and usability mapping.
- Collaborated directly with founders.
- Real-time inventory tracking, hygiene quality control, workflow optimization.

Founder & Fashion Designer – Hen Gerson Bridal Boutique
2014–2020 · Tel Aviv Dizengoff St.

- Founded a high-end bridal brand.
- Led brand design, collection creation, and client experience.
- Managed suppliers, staff, production, and marketing.

Side Projects – Interactive Storytelling Portfolios

Responsive Web Experiences.

- Designed responsive layouts and grid systems based on UX research insights.
- Created custom animations and built the entire interactive website .

EDUCATION

- UI/UX Design — Netcraft Academy (2021–2023)
- 3D Modeling Design & Printing – Shenkar College (2019–2020)
- Fashion Design — Shenkar College (2012–2014)
- Fashion Design — Avni Institute (2009–2012)

TOOLS & SKILLS

- Figma · AI Design · Adobe Creative Suite · Wix Studio
- Research · Wireframes · Prototyping · Design Systems · Animation
- Team Leadership · Entrepreneurial Execution

LANGUAGES

Hebrew – Native · English – Professional

MILITARY

Israeli Navy – Non-Commissioned Officer

VOLUNTEER

Community Initiator – Founded and led volunteer groups and impact projects