



Talia Knopp

UX Expert

Profile

Graduated top 1% in B.A in Psychology and Business Management at Ben-Gurion University. Diligent, thorough and a team player. Experienced in agile methodologies in collaboration with PM's, Po's and development teams. My experience includes wireframing and prototyping for B2B and B2C products, conducting user research, persona analysis and usability testing for SAP and leading companies in Israel such as Bank Hapoalim, Shufersal, EL AL, Bank Leumi, Fattal and WIZO.

Contact

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Languages

English and Hebrew – Fluent
Arabic – Basic
Foreign citizenships - USA, UK

Computer Knowledge

Figma, Adobe XD, Axure, Sketch, basic HTML and CSS, Wix, WordPress, Social media networks, Excel, Word, PPT.

Interests

I love music, singing and playing guitar, meditations, yoga, running, being in nature and learning languages.

Work Experience

UX Expert, Contractor at SAP (2020-Current)

- Working in a design team, collaborating with PM's, PO's and development teams in an agile methodology.
- Tackling detailed UX challenges, working with a design system and creating design specifications for a wide range of complex B2B systems. Conducting iterations based on time and technical limitations.
- Planning, moderating and analyzing usability testing for several products. Conducting user interviews and persona analysis, taking part in design sprints.

UX Designer, Aman Digital (2019-Current)

- Teamwork under significant time pressure in an agile methodology. Rapid prototyping in sprints, conducted iterations based on time and technical limitations, created design specifications in Bank Hapoalim.
- Designed information architecture and wireframes for mobile apps and responsive websites based on market research, usability tests and user interviews for leading companies in Israel such as Shufersal, EL AL, Bank Leumi, Fattal and WIZO.
- Created products that met detailed legal, business and accessibility requirements, worked in collaboration with designers, developers, PM's and Microcopy specialists, presented products to high management.

UX Designer, Freelance (2018-2019)

- Conducted research and created wireframes in several projects for B2C products such as Fattal Hotels, in cooperation with designers and PM's.
- Optimized a responsive website in collaboration with management and development, conducted user research, created and presented wireframes.

Recruitment Coordinator, Log-On Software (2017-2018)

- Identified and screened candidates for technology positions, evaluated their programming proficiency and conducted interviews that led to successful placements.

Guide, Da'at Educational Expeditions and JCC (2016-2018)

- Led American tour groups, managed their schedule and received outstanding reviews.

Sales Representative, UGL USA and ISO Switzerland (2013-2016)

Education

User Experience Course, Create (2017-2018)

- Produced wireframes, interactive prototypes and specification documents.
- Conducted user research, usability tests and optimization accordingly, delivered frontal presentations.

Dual B.A. in Psychology and Business Management, Ben-Gurion University (2014-2017)

- Graduated with highest honor - top 1%.
- Recipient of Susan Zalotovsky scholarship for excellence, and Dean's prize for excellence.
- Guided Research in social psychology - executed experiments and statistical analysis.

High School, Beit Hinuch (2006-2009)

- 111.5 Average. 5 Units in Mathematics, English, Arabic and Philosophy.

Military Service

Commander in training course for wireless operators, Intelligence unit 8200 (2010-2012)

- Commanded and trained 13 soldiers in a five-month course, prepared lesson plans and presentations, delivered lectures and built evaluation tools. The job required time management and problem solving.

Social and Volunteering Experience

Big Sister, Perach (2014-2016)

Pre-Army Leadership Development Program, Yafo (2009-2010)

- Recruited future participants, volunteered in child care center, planned and delivered seminars.