Hannah Ilievsky

Product Designer

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Product Designer with 3+ years of experience designing mobile and web experiences from research through implementation. Experienced in user research, behavioral analytics, interaction and visual design, with a focus on making complex products easier to understand and use. Works closely with developers, researchers, and stakeholders throughout the design process.

PROFESSIONAL EXPERIENCE

Product Designer • **Tel Aviv University** 2025–Present

- Led the end-to-end **redesign of two MRI Center websites**, simplifying complex research and service information into clear user journeys for study participants and professional audiences.
- Use **Microsoft Clarity behavioral analytics**, including **700+ sessions** on the primary experience, to identify friction and guide iterations in navigation, content hierarchy, and user flows.
- Design and prototype responsive experiences in Figma, including animations, and carry them through implementation in Wix Studio, working directly with researchers and stakeholders from requirements through launch.

UX/UI Designer • **Facts Commando** 2023–2025

- Initiated **7 qualitative user interviews**, building on surveys of **579 and 384 respondents**, and translated findings into personalization, registration/profile, and reporting features.
- Owned the product's responsive expansion to desktop and tablet, extending the existing design system across **7 resolutions and RTL/LTR**; designed the Personal Profile end-to-end across mobile, tablet, and desktop.
- Designed and shipped sharing, personalization, and reporting flows for the native iOS and Android B2C apps used across **11,450+ posting sessions**; the Personal Profile was later implemented with **no changes to the original design files**.
- Worked closely with developers and stakeholders in weekly iterations, from user flows and high-fidelity UI and micro-animations through design handoff and implementation.

UX/UI Designer • **University of Haifa** 2022–2026

- Served as the **sole designer and researcher** on an AI-assisted decision-support concept for occupational therapists, owning user research, flows, personas, wireframes, and interface design.
- Designed and conducted **7 in-depth user interviews** that challenged the original product assumption and reshaped the concept from an AI answer engine into a reflective experience that guides users through questions; these findings later informed the team's GPT-based implementation.

EDUCATION

UX/UI Design Program • **Tel Aviv University** 2021–2022

Graphic Design Program • **Shenkar Handesaim** 2024–2026

MBA, Marketing & Digital Management • **The College of Management** 2020–2022

BFA in Fine Arts • **Bezalel Academy** 2016–2020

SKILLS

• User Research • Interaction & Visual Design • Information Architecture • User Flows & Prototyping • Design Systems • Responsive & Cross-Platform Design • Usability Testing • Behavioral Analytics • AI-Assisted Design • Wireframing

TOOLS

• Figma • Claude / Claude Code • Microsoft Clarity • Google Analytics • Adobe Creative Suite • Wix Studio • HTML / CSS

LANGUAGES

• Hebrew - Native • English - Fluent • Russian - Good