AB Denizel

UX/UI & PRODUCT DESIGNER

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About me

UX/UI & Industrial Designer with over 10 years of experience specializing in creating innovative medical and tech products. Proven leadership in developing AI-powered healthcare platforms, conducting UX research, and implementing human-centered design methodologies. Experienced in Agile and Lean UX practices, driving projects from concept through successful launch, consistently improving user satisfaction and business outcomes

Experience

UX/UI & Product Design Team Lead

Syqe Medical, 2015 - Present

Pharma-tech innovator developing precision medical cannabis inhalers

- Led a multidisciplinary team of designers and developers, launching AI-driven digital medical platforms, increasing patient adherence by 35%
- Conducted human factors evaluations and usability tests, significantly enhancing user satisfaction.
- Created detailed product requirements, roadmaps, and user journeys resulting in efficient product launches
- Design various medical inhalers
- Design a medical app to support patients' day to day treatment plans
- Conduct market and user research to analyze user needs
- Created comprehensive packaging solutions improving patient experience and device portability

Co-Founder & CTO

Oogime.com, 2014 - 2015

Innovative platform simplifying home-based 3D printing

- Designed user-friendly 3D models downloaded over 120,000 times within 6 months
- Enhanced accessibility by developing easy-to-print files requiring no prior experience
- Collaborated strategically with industry-leading 3D printing companies

Production Manager

Erez Rapid Prototyping, Prototype Service Bureau, 2011 - 2015

Prototype manufacturing services for diverse industries

- Managed complete development cycles, from concept to final prototype delivery
- Specialized in advanced manufacturing techniques including 3D printing, laser cutting, and injection molding

Education

UXV Certification Program

John Bryce   2022

Product Management Certification

Pmsphere   2017

B.Des in Industrial Design (Major: Design for Mass Production)

HIT (Holon Institute of Technology) - Israel   2010 - 2014

Skills

Design & Research

User Experience (UX)

UX Research & Usability Testing

Product Design

Human Factors & Ergonomics

Technical Expertise

AI Integration

3D Printing & Rendering

Sketching & Prototyping

Mockup Creation

Management & Execution

Agile & Lean UX

Product Management

Process Optimization

Team Leadership & Collaboration

Programs

Figma

Solidworks

Illustrator

Photoshop

Premiere

Keyshot

Languages

Hebrew   ●●●●
English   ●●●●
Spanish   ●●○○
Turkish   ●●●○