

# Vita Bertman

## Profile

Product-minded UX/UI Designer who owns the end-to-end design lifecycle—from user research and data analysis through Figma prototypes, design-system governance, and A/B testing in production. Currently shaping complex back-office flows for Wix Stores (Wix's top-revenue unit) and eager to bring the same data-driven, merchant-centric mindset to B2B SaaS teams.

## Experience

Product Designer, Wix, Wix Stores – July 2024 - Present

- Led the end-to-end UX/UI—from concept through production—for new donation-tracking features serving thousands of supporters worldwide.
- Deliver dev-ready Figma specs in two-week sprints, working closely with product manager and five developers.
- Extend and maintain the Wix Stores design system and drive adoption across product squads.

Customer Support Engineer, Wolt – 2022 - 2023

- Engaged directly with end users to surface pain points and feedback; synthesized findings for Product Managers to inform roadmap priorities.
- Collaborated with product and engineering to design and roll out user-centric support flows that improved first-contact resolution.
- Strengthened skills in user research, problem-solving and cross-functional communication.

Ground Attendant, Lufthansa – 2018 - 2020

Delivered responsive customer service in a high-pressure airport setting; refined rapid problem-solving and teamwork abilities.

Pharmacy Technician – 2016-2018

Managed medication inventory and collaborated with medical staff, fine tuning precision, compliance and operational discipline in a regulated environment.

## Skills

UX Research · Journey mapping · Interaction & visual design · Design systems · Accessibility · A/B testing · Agile/Scrum collaboration · Figma · Illustrator · Photoshop · Jira · Monday · Mixpanel

## Education

B.Des. Graphic Design — Kibbutzim College, Tel Aviv 2021 – July 2025 (expected)

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