

<https://www.vitadesign.info/>
Tel Aviv | open to full-time on-site
+972-543036755
vita9398@gmail.com

Vita Bertman

Product Designer

EXPERIENCE

Wix Stores — *Product Designer*

2024 - 2025 (One - Year Student Program)

- Designed and delivered end-to-end UX/UI for a new donation-tracking feature, improving engagement for thousands of users worldwide.
- Produced developer-ready Figma specifications in two-week Agile sprints, collaborating with a PM and five developers.
- Extended and maintained the Wix Stores design system, driving adoption across product squads.

Wolt — *Customer Support Engineer*

2022-2023

- Engaged directly with end users to surface pain points and feedback; synthesized findings for Product Managers to inform roadmap priorities.
- Strengthened skills in user research, problem-solving and cross-functional communication.

Lufthansa — *Ground Attendant*

2018-2020

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

EDUCATION

Seminar Kibbutzim College, Tel Aviv — *B.Des in Visual Communication*

2021-2025

SKILLS

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

LANGUAGES

Hebrew, English, Russian.