

Marina Rudinsky Kaplan Senior Product Designer

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Experience

Head of Design (solo) / Senior Product Designer @ ORBS | December 2017 – Present

Decentralized and public blockchain infrastructure. Orbs network operates using PoS consensus mechanism, aimed at supporting decentralized finance (DeFi) and Web 3.0 projects by offering a secure, permissionless platform. made for mass usage applications

As a lead designer, I directed all aspects of product design, from conception to launch, across SaaS, B2B, and B2C sectors. I am proficient in user-centered design within agile, deadline-driven environments, adept at solving complex problems with clear, innovative solutions. Key projects include dTwap, Ton Verifier, Ton Minter, Defi Notifications and more.

Freelance Designer / Product Designer | 2008 - Present

Recent clients:

Boards is a digital platform that centralizes customer-facing resources such as sales, marketing content, product catalogs and more for sales teams.

Grin is a comprehensive teledental platform that offers various oral care solutions. connects patients with orthodontists through a digital interface.

Experienced in collaborating with clients across diverse industries, specializing in product, website, and application design for B2B and B2C markets. Skilled in creating unique brand identities and custom marketing materials for various projects.

Art Director @ Private Investment Fund | 2013 - 2019

A private investment fund focused on early-stage technology companies in need of seed capital. My role was to assisted start-up companies in defining their products and services, providing comprehensive design branding services, including investor presentations and product mockups.

Interactive communication lecturer @ Avni - design college | 2013 - 2016

Mentored students for their final projects by teaching them how to develop a design design thinking and problem-solving, principles of typography and prototype creation.

Art Director | Interactive Designer @ Moog.it | 2010 - 2013

Moog.IT was a new kind of consumer oriented digital marketing agency. We provided leading brands and companies a full-service online presence management on social networks.

Infographics Designer @ "HAARETZ" newspaper | 2008 - 2010

Visual storyteller, created informative and engaging graphical representations of data and news stories, made complex information easily digestible for readers

Military Service

Ammunition examiner and saboteur in the Gaza Strip | 2003 - 2005

Skills

- 15 years in B2B, B2C, and SaaS products.
- UI/UX Design proficiency.
- Skilled in prototyping and wireframing.
- Responsive design expertise.
- Interactive design experience.
- Commitment to aesthetic & quality
- Branding and Identity Design expertise.
- Proficient in Adobe Creative Suite, Figma.
- Stakeholder collaboration expertise.
- User research and usability testing.
- Strong attention to detail.
- Innovative solution delivery.
- Up-to-date with digital trends.
- Excellent communication skills.
- Positive, approachable personality.
- Teamwork and collaboration skills.
- Adaptable to changing tech and trends.

Education

Avni Institute of Art and Design | 2006-2010

Bachelor, interactive design

Online courses & training | 2006 - present

(Product, design tools, AI)

Toolkit

Adobe creative suite, Figma, Chatgpt4, Midjourney, stable diffusion, Ai tools

Interests

AI, Web3, Blockchain & Crypto, New Technologies, Netflix, Dark chocolate.