ESTI MURIK

Hi, I'm Esti! With ~20 years of experience in interactive design, I love to research deeply to identify problems, to brainstorm solutions, and to create pixel-perfect, user-centered, sustainable designs that align with data and business goals.

I'm passionate about improving products as they evolve, adapting to changing user needs, and keeping up with the times.

I thrive in team environments, where I can exchange ideas, learn from others, and engage in constructive debates to advocate for what I believe is justifiably right—all in the pursuit of creating better, more stable, and authentic products.

Currently based in Amsterdam, the Netherlands.

EXPERIENCE:

Funda | Housing Market

2021 - present > Sr. UX Designer

Developing and improving tools that help millions of people find their next home, on the no. 1 housing platform in the Netherlands. Working both on the consumer side, as well as on the real estate agents' side. Going through data, business objectives and users needs to maintain a successful and sustainably growing product.

Elsevier | Global Information Analytics

2021 > Principal UX Specialist

2017 - 2021 > Senior UX Specialist

Managing the experience and interface design of a research-funding related product used by academic institutions globally.

In addition, UX Lead for an emerging product that provides funding agencies and foundations world wide with an analytical view of their financial investments in scientific research and of the funding landscape. Building the product from scratch through ideation, user research, prototyping to MVP development, working closely with the respective stakeholders.

==Fundbox== | FinTech

2016 - 2017 > Design lead

Managing design and UX at the TLV office on top of taking on UX projects.

2014 - 2016 > **Product designer**

Working on all product related materials from the simplest facebook banner to the complex UX of a freshly designed dashboard. Developing and navigating the visual language of the brand and materializing that language wherever it is conveyed - on both marketing materials and digital outlets: social media posts, brochures, conference booth displays, giveaways, landing pages and mostly dashboard and application.

==Feelternet== | A digital creative agency specializing in experiential content

2012 - 2014 > Studio and creative manager

Art directing projects from stages of idea development through UX, UI & GUI to design and the adaptations of the product to different formats and purposes. Design and UX for different mediums, creating online campaigns while putting different platforms to use - websites, social media and other online marketing tools. Communicating projects between project managers and the studio, and then from the studio to programming. Specialising mostly in digital projects - websites, online magazines, mini-sites, applications and newsletters as well as printed related products.

2011 - 2012 > Graphic designer

Designing websites. Creating other things.

<mark>Design Factory</mark> | Interactive Experience

2010 > Graphic designer

Designing as well as part taking in UI & UX development, mainly corporate design.

<mark>YKM</mark> | Interactive Marketing Communication

2008-2010 > Graphic designer
Web design as well as presentations and mobile applications.

EDUCATION:

2022 > Behavioural Design Course
Hyper Island

2018 > Web Accessibility Course
Deque University

2004 - 2008 > BAD studies - Visual Communication
Bezalel academy of art and design
Shenkar college of engineering and design

SKILLS:

<mark>Highly confident using:</mark>

Figma

Sketch

Photoshop

Indesign

Illustrator

<mark>Have some knowledge in:</mark>

HTML

CSS

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