

Esti Murik

UX / Product Designer

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EXPERIENCE

Funda Amsterdam

Senior UX Designer October 2021 - Present

Designing end-to-end experiences from strategy and concept to full artifacts production for both consumers and realtors on the Netherlands' largest housing platform.

- Delivered features that directly increased annual revenue and improved onboarding & retention.
- Designed scalable mobile/web flows, streamlining agent daily workflows.
- Mapped detailed user journeys, created high-fidelity prototypes, and validated solutions using analytics, user tests, A/B tests, surveys, observation sessions and personal interviews.
- Worked in Agile squads with Product, Engineering, and Research; Influenced strategic decisions by collaborating with Heads of Marketing and Sales and high management stakeholders using clear framing and storytelling.

Elsevier Amsterdam

Principal UX Specialist June 2021 - September 2021

Senior UX Specialist October 2017 - May 2021

Led UX for global funding, grants, and research analytics products used by academic institutions and funding organisations.

- Owned end-to-end design from discovery to MVP for complex data-driven SaaS tools.
- Simplified intricate research, grant, and investment workflows into meaningful and actionable intuitive web experiences.
- Created user flows, prototypes, and high-fidelity designs; validated concepts through recurring customised user feedback loops.
- Partnered with Product, Engineering, Data, and business development stakeholders; aligned teams and influenced priorities.

PRODUCT DOMAINS

SaaS

Fintech

B2B

Marketplace

Information & analytics

Acquisition & retention

Startup growth

SKILLS

User experience design

Interaction design

Information architecture & journey mapping

Discovery & user research

Usage data analysis

Prototyping & user testing

Stakeholder management

Facilitation

UI visual design & design system

Mobile & web design

RELEVANT TRAITS

Honest & direct communicator

Approachable

Resilient problem solver

TOOLS

Fundbox Tel Aviv

Design Manager August 2016 - September 2017

Senior Product Designer October 2015 - July 2016

Product Designer April 2014 - September 2015

Led UX for financial workflows in a fast-growing fintech startup supporting small-business cashflow management.

- Designed end-to-end experiences across credit authentication, federal compliance, payments, and reporting.
- Simplified complex and critical financial processes into clear, trustworthy user journeys.
- Built and maintained the product's design system, applied across product and marketing.
- Collaborated with PMs, engineers, and data; created detailed flows and prototypes to refine and validate solutions.

Feelternet Tel Aviv

Creative Manager September 2012 - January 2014

Web Designer January 2011 - August 2012

Art directed projects from concept to design, adapting them for various formats. I led digital campaigns across websites, social media, and other platforms. Specializing in websites, apps, and online content, I also coordinated between project managers, the studio, and developers.

Design Factory Tel Aviv

Web Designer May 2010 - December 2010

Designed websites and digital campaigns for different clients at a digital-design agency.

YKM Tel Aviv

Web Designer September 2008 - April 2010

Designed websites and digital campaigns for different clients at a digital-design agency.

EDUCATION

Hyper Island Amsterdam

Behavioural Design — Professional Certificate

2022

Four-week intensive program focused on applying behavioural science to

Figma

Jira

Conversational AI

HTML

CSS

Sketch

Photoshop

Indesign

Illustrator

LANGUAGES

English

Hebrew

design. Gained expertise in diagnosing behavioural patterns, designing ethical interventions, and leveraging cognitive biases to drive user engagement and business growth.

Deque University Amsterdam

Web Accessibility — IAAP certification

2018

Comprehensive training on digital accessibility, covering WCAG guidelines, assistive technologies, and inclusive design practices. Gained practical skills in creating accessible web content, ensuring compliance, and enhancing user experiences for individuals with disabilities.

Bezalel academy of art and design Jerusalem

Shenkar college of engineering and design Tel Aviv

Visual Communication - BAD — Bachelor's degree

2004 - 2008

Four-year design program combining visual theory and hands-on practice across graphic design, typography and branding. Majoring in digital media. The degree emphasized creative thinking, interdisciplinary collaboration, and professional design skills for both print and digital platforms.