

# Esti Murik

Principal Product Designer / UX Lead

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## EXPERIENCE

### Funda

**Senior UX Designer** October 2021 - PRESENT

Supporting both consumer and agent experiences. Using data and user insights, I drove sustainable product growth and developed tools that helped millions find homes on the Netherlands' leading housing platform.

### Elsevier

**Principal UX Specialist** June 2021 - September 2021

**Senior UX Specialist** October 2017 - May 2021

Managing the UX and interface design of a global research-funding product for academic institutions. I also led UX for a new tool helping funders analyse research investments. From idea to MVP, I drove the full design process in close collaboration with stakeholders.

### Fundbox

**Design Manager** August 2016 - September 2017

**Senior Product Designer** October 2015 - July 2016

**Product Designer** April 2014 - September 2015

Leading the UX around complex international financial processes. I developed the brand's visual language into a design system and applied it across all features. This included the dashboard, action flows and reports for the core application and social media, brochures, event displays, etc. for marketing.

### Feelternet

**Creative Manager** September 2012 - January 2014

**Web Designer** January 2011 - August 2012

I 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.

## INDUSTRIES

Fintech

Saas

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

## TOOLS

Figma

Jira

Conversational AI

HTML

CSS

## Design Factory

**Web Designer** May 2010 - December 2010

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

Sketch

Photoshop

Indesign

Illustrator

## YKM

**Web Designer** September 2008 - April 2010

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

## LANGUAGES

English

Hebrew

## EDUCATION

### Hyper Island

**Behavioural Design — Professional Certificate**

2022

Four-week intensive program focused on applying behavioural science to design. Gained expertise in diagnosing behavioural patterns, designing ethical interventions, and leveraging cognitive biases to drive user engagement and business growth.

### Deque University

**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

**Shenkar college of engineering and design**

**Visual Communication - BAD — Bachelor's degree**

2004 - 2008

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