

Masha Dvorkin

Product & UX/UI Designer

mashadvorkin.com

UX/UI & Product Designer specializing in simplifying complex systems, healthcare workflows, and B2B SaaS interfaces.

I turn high-cognitive-load environments into intuitive, structured, and scalable digital experiences through data-informed design, usability testing, and design systems. My work has improved workflow efficiency, reduced friction, and increased user adoption in cross-functional product teams.

EXPERIENCE

Product Designer | Cervello | 2021 – 2022

- Led redesign of the core interface system, establishing scalable UI components and a structured design system, improving design consistency and development handoff.
- Spearheaded dark-to-light mode transition, **significantly improving readability and task clarity for B2B users.**
- Designed and iterated responsive SaaS dashboards in Figma, backed by **A/B testing and usability insights to improve engagement and usability.**
- Collaborated in Agile sprints with product and engineering, driving design decisions from concept to release.
- Partnered with marketing to create product launch visuals and growth assets, ensuring **brand cohesion and user-focused messaging.**

Graphic / UX Designer | Startups & Agencies | 2017 – 2021

- Designed websites, mobile interfaces, and social media visuals for startups and agencies in tech, healthcare, and lifestyle industries.
- Supported early-stage UX efforts — creating user flows, wireframes, and prototypes to validate MVP ideas and enhance usability.
- Adapted to fast-paced, agile environments with tight timelines and shifting goals, collaborating directly with stakeholders and developers.

EDUCATION

Netcraft Academy | 2018

Certificate in UX/UI Design

Avni College of Art & Design | 2016

Diploma in Visual Communication

The Open University of Israel | 2015

B.A. Humanities & Arts

SUMMARY

UX/UI Designer with 5+ years in SaaS and startup environments.

Experienced in Figma, design systems, and usability testing — passionate about building accessible, elegant, and data-informed digital products.

LINKS

[LinkedIn](#)

CONTACT

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CORE EXPERTISE

- UX/UI Design
- Product Design
- Design Systems
- Interaction Design
- Information Architecture

TOOLS

- Figma
- Prototyping
- UI Systems
- Wireframing
- User Flows
- Usability Testing

DOMAINS

- SaaS
- B2B
- Healthcare
- Responsive Web
- Mobile

KEY STRENGTHS

Turning complexity into clarity, designing for cognitive ease, and aligning UX decisions with measurable business outcomes.

LANGUAGES

Hebrew (native)

Russian (native)

English (professional)