

Masha Dvorkin

PRODUCT DESIGNER | B2B SAAS & COMPLEX SYSTEMS

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PROFILE

Product Designer with hands-on experience as the sole designer for a B2B cybersecurity platform in the railway industry. Skilled in translating complex technical requirements into clear workflows and intuitive interfaces. Background in visual communication and freelance UX/UI, with experience collaborating across teams from early concepts through design handoff.

EXPERIENCE

SOLE PRODUCT DESIGNER | CERVELLO | 2021 – 2022

- Owned the UX/UI design of a complex B2B cybersecurity platform for the railway industry.
- Collaborated across the company to translate technical, operational, and business requirements into clear product workflows.
- Redesigned information-dense interfaces with a focus on hierarchy, usability, and consistency.
- Created reusable Figma components and interaction patterns to support a more consistent product experience.
- Prepared user flows, wireframes, prototypes, and high-fidelity designs for development handoff

GRAPHIC / UX DESIGNER | STARTUPS & AGENCIES | 2017 – 2021

- Designed responsive websites, digital interfaces, and visual communication materials for startups and private clients.
- Translated client and user needs into information architecture, user flows, wireframes, and polished UI.
- Worked directly with clients and developers throughout the design and implementation process.
- Combined UX thinking with a strong visual design foundation across technology, healthcare, and lifestyle projects.

INDEPENDENT PRODUCT DESIGN PROJECTS | 2026

- Designed concept products across healthcare, community, and career-management domains.
- Conducted user research and created information architecture, user flows, prototypes, high-fidelity interfaces, and reusable design systems.
- Chameleon EMR · MyHood · UXPath — case studies available at mashadvorkin.com

CORE SKILLS

Product Design · UX/UI · Complex Systems · Information Architecture · Interaction Design · User Flows · Wireframing · Prototyping · Usability Testing · Design Systems · Responsive Design

TOOLS

Figma · Adobe Photoshop · Adobe Illustrator · Lovable · Base44

DOMAINS

Cybersecurity · B2B SaaS · Complex Systems

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