

Masha Dvorkin

PRODUCT DESIGNER | COMPLEX SYSTEMS & B2B SAAS

mashadvorkin.com [LinkedIn](#) masha.dvorkin123@gmail.com +972 54 688 6267

PROFILE

Product Designer with experience in **B2B SaaS, complex systems, and UX/UI**. Strong in simplifying complex workflows, building scalable UI systems, prototyping, usability testing, and cross-functional collaboration.

EXPERIENCE

Product Designer | Cervello | 2021 – 2022

- **B2B Product Redesign** — Led the redesign of core B2B interfaces, improving clarity and consistency across complex workflows.
- **Design System** — Built reusable UI components and scalable patterns, improving consistency and supporting smoother design–development handoff.
- **Responsive SaaS** — Designed and iterated dashboards in Figma using usability insights and A/B testing.
- **Cross-functional Delivery** — Worked with Product and Engineering from concept and prototype through implementation and release.
- **Visual System** — Led the product’s dark-to-light interface transition, improving hierarchy and readability.

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

- **UX/UI Design** — Designed websites, mobile interfaces, and digital products across technology, healthcare, and lifestyle.
- **Product Flows** — Created user flows, wireframes, and prototypes to support early-stage products and MVP validation.
- **Collaboration** — Worked directly with stakeholders and developers in fast-paced environments with changing requirements.
- **Visual Design** — Created polished UI and digital assets supported by a strong visual communication background.

CORE SKILLS

Product: Product Design · UX/UI · Interaction Design · Information Architecture

UX: User Flows · Wireframing · Prototyping · Usability Testing

UI: Design Systems · Responsive Web & Mobile

TOOLS

Figma · **Lovable** · **Base44** · **ChatGPT**

DOMAINS

B2B SaaS · **Healthcare** · **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

LANGUAGES

Hebrew - Native

Russian - Native

English - Professional