

Motivated by user needs, driven by great design

More than 15 years' experience partnering with internal and external stakeholders to discover, build, improve and expand the user experience. A proven history of creating cutting edge interface designs and information architectures for websites, mobile and desktop applications, web systems through a user-centered design process by constructing screen flows, prototypes, and wireframes.

DESIGNER'S TOOLBOX

UX Methods

User Research
Personas, Journey map
Task Analysis, User flow
Requirements Definition
Prototyping
Usability protocols

Skills

Storyboard, Wireframes, Mockups
Interactive presentations/demos
Animation/Motion Graphics
Producing and editing video clips
Illustration
Graphic design

Software

Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Premiere

MS Office

WORK EXPERIENCE In recent years, I have concentrated on creating digital products in the medical device's realm. My process involves working closely with the product, gaining knowledge of the field, visiting sites, observing users, and developing suitable solutions that offer various approaches to workflows. When designing the interface, I prioritize the needs of the user, the product, and current market trends.

VUZE Medical Ltd. Software-based guidance & verification for minimally-invasive spine surgery

2017 - Present

Role: UX/UI Services. Prototyping and designing the VUZE application, participating in usability process, producing and editing video clip.

Healium Medical Ultrasound Ablation Reimagined

Renaly Ultrasound hypertension treatment

2022 - 2024

Role: UX/UI Services. Working with product & R&D. Prototyping and designing the Renaly and Healium application. Marketing illustrations.

CardiacSense. Medical watch for long-term continuous vital signs monitoring and real time arrhythmia detection over the wrist.

2020 - 2022

Role: UX/UI Services. Prototyping and designing of various CardiacSense products such as medical watch, mobile application, patient and physician portal. Working with marketing on promotional materials.

Philips - Design team, Haifa

2017-2019

Role: Senior UX/UI

- Working as part of a team in oncology informatics section of Philips. Followed the product from concept to production, giving end to end solutions. Designing complex informatics systems
- Developing various UX deliverables: Working closely With the product managers and product owners according to global design Language of Philips in user experience and in visual design
- Conducting workshops of user persona, task analysis and brainstorming to define the user flow

Volcano Israel (Former Sync-Rx) (Acquired by Philips on Feb 2015)

2008-2017

Role: Senior UX/UI

- Working with Sync-Rx since 2008, leading the user experience and UI design of Sync-Rx System
- Identify visual user interface requirements and define design approach to meet them
- Support marketing and R&D presentation needs or other graphical materials
- Participate in usability test, writing scenario protocols, training materials and conducting the tests.
- Accompanying clinical trials in hospitals

Studio Bizba

2010 – 2015

Role: Founder, Chief designer

Creative solutions in various professional departments. GUI, Websites, applications, animation and illustrations. The studio caters a wide range of clients in different fields of expertise. Medical, industrial, kids act... Among my clients were "Kid Channel website", "Maccabi Health Care", "Nanovibronix", "Verint" and more

Studio Amodu (Partnership)

2005 – 2010

Role: Co-founder, Art director

The studio provided wide services to customers.

Project leading, designing and producing projects. Managing workers.

Intel Former Oplus Ltd (semiconductor)

2002 – 2006

Role: Head of graphic department

working with R&D and marketing department. Application design. Planning and designing OSD (On Screen Display) for various customers of the company. Designing and producing marketing products such as presentations, posters and stands for exhibition

Camera Obscura

2002 – 2005

Role: Part of Camera Obscura team

- Head of first year "image processing and digital editing" studies
- Developed training programs
- Teaching and support the students in computer room
- Developing summer camps and activities for children and youth in digital media orientation
- Led team of teachers and trainers.

Orad Hi-Tech Systems

1998-2000

Role: Virtual set designer

- Designing virtual studios for exhibitions and customers
- Working with leading TV stations around the world, designing virtual studios, training of local staff

CET

1997-1998

Role: Junior designer

Designing educational computer programs, for various sectors, governmental, military, industrial and more

PORTFOLIO www.sigalitelazar.com

[Link to PDF portfolio>>](#)

EDUCATION

The Open University - 2020 BA, Psychology (Student)

Camera Obscura - 1994-1998 Digital media department specialized in Interactive design and animation

Vizo - 1993 Graphic design

National academy school of fine arts - 1991 Drawing and painting courses