

FAY BARAK



HELLO

I'm Fay Barak
Product Designer Lead, creator & Illustrator
Nice to meet you :)

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www.faybarak.com

EDUCATION

2009 - 2011

Emerson College | Boston, MA, USA
Master Degree, Global Marketing & Branding

2003 - 2007

Shenkar College of High Engineering & Design
Bachelor of Graphic Design & Visual Communication (B.Des)
Graduated summa cum laude, Shenkar College honors.

SOFTWARE PROFICIENCY

Figma	<div></div>
InVision	<div></div>
Adobe XD	<div></div>
Adobe Illustrator	<div></div>
Adobe Photoshop	<div></div>
Adobe InDesign	<div></div>
Adobe Dreamweaver	<div></div>
Sketch	<div></div>
Axure RP	<div></div>
Microsoft Office	<div></div>

SKILLS

Art Direction
Concepting & Production
Strategic Branding
Mobile & Web UX/UI
Typography
Infographics
Copy Writing
Illustration
Photography



LANGUAGES

Hebrew	Native
English	Native
Russian	Excellent
Spanish	Basic



EXPERIENCE

Salesforce | Israel | 2024 >
Prod Design Lead, Field Service

AT&T | Israel | 2019 - 2024
Senior Product Designer

- Led end-to-end UX for core ATT mobile app and desktop interface design in enterprise environments
- Drove cross-functional projects from discovery to delivery, collaborating with product, engineering, and research to align business goals with user needs

Argus Cyber Security | Israel | 2017-2019
Product Designer

- Lead the UX/UI processes of the global leader in automotive cyber security
- Providing comprehensive and proven visual interfaces, solutions and services to protect connected cars and commercial vehicles against cyber-attacks

Promisec | Israel | 2016-2017
Senior UI/UX Designer

- Endpoint security management software & cyber solutions
- Design responsive On-Premise & Cloud based SMB products
- Deep understanding of agentless technology and security systems

SAP Israel | Israel | 2014 -2016
Senior Interactive Visual Designer

- Create user stories and workflow scenarios
- Design logic concepts for computer / mobile systems

Public Sapient | Boston, MA, USA | 2012-2014
Senior Visual Designer & Team Lead

- Lead the creation of the UI & UX concepts
- Creating unique responsive experiences for a social network web application for the cyber security community
- Analyzing the requirement and researching work scenarios
- Mobile Apps, Digital Design & Responsive Design

Isobar | Boston, MA, USA | 2009-2012
Visual Designer & Illustrator

- Part of the development team, taking a leading roll of the design & the strategy, IA, UX and project management
- Digital experiences, brand storytelling & aesthetic curation

BaruchNaeh | Israel | 2007-2009
Visual Designer & Illustrator

Global Brands Group | London, UK | 2006
Junior Visual Designer