



# Maya Segal

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## About me

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Third-year Visual Communication student at Shenkar (Dean's Honors List), focused on UX/UI and product design, with a background in product, branding, motion, and video. I'm drawn to product driven design and enjoy working in fast paced environments, especially on complex systems. Curious and self driven, I enjoy learning new tools and skills as I go. I'm a people person who enjoys working in teams, always looking to learn, grow, and contribute, with a strong motivation to make an impact and keep improving as a designer.

## Education

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### B.Design, Visual Communication

2023 - 2027 / *Shenkar college of Design*

- \* Dean's Honor List (2024-2025) academic excellence.
- \* Selected as one of four students for an international product design delegation to San Francisco (Cornell Tech x Shenkar), working within cross functional teams to develop tech-driven solutions

### Product Management Mentoring Program

2021 - 2022 / *Product League*

### Product Management Course

2020 / *John Brice*

### High School Diploma, Full Matriculation

2009 - 2016 / *Rupin High School*

## Volunteer

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### 'Lehaez' Program (2024 - Present)

Supporting at-risk youth at 'Misholim' foundation.

### 'Nirim' Foundation (2016 - 2017)

A year of service supporting at-risk youth.

### 'Bnei Hamoshavim' Movement (2012-2016)

Youth guide and coordinator.

## Languages

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Hebrew Native    English Fluent

## Experience

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### Junior Product Designer

Oct 2025 - Present / *Atera*

Designing UX/UI flows, defining product vision, conducting research, contributing to the design system, and improving core product interfaces across the platform.

### Designer and Website Manager

Oct 2024 - Oct 2025 / *Amit Trainin*

Collaborated with Amit Trainin, Head of Illustration at Bezalel Academy of Arts and Design, to design and manage his professional Wix website.

### Product Design Summer Intern

Jul 2024 - Oct 2024 / *Studio 0815*

Supported UX/UI design for complex military products, working on user flows, interfaces, and product experience.

### Product Manager

Oct 2021 - Jan 2023 / *City Hive*

Served as the sole Product Manager for a B2C and B2B E-commerce platform with over 650k users. Collaborated on UX/UI-driven requirements, bridging user needs with product design and technical solutions.

### Product Manager lead

Aug 2019 - Aug 2021 / *81 unit*

Led a product team, managing the full lifecycle of multiple Android and Windows products, translating user needs into UX-driven requirements, coordinating cross-functional stakeholders, and delivering complex projects under pressure in a fast-paced environment

### Technical project manager

Aug 2017 - Aug 2019 / *Elite Intelligence Corps*

Independence day 2019 Excellence honor. Managed operational and technological products, delivering complex, high-risk projects under tight schedules, providing real-time solutions under pressure.

## Skills

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Figma, Cursor, Claude, Base44, Weavy, Jira, Wix studio, Adobe (Ai, Ae, Pr, Ps, Id).