Laura Boutboul Attias

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UX/UI Design - Product Design

WORK EXPERIENCE

UX/UI Designer – Aura Player, Ra'anana　　　　　　　　　　　2023 - Today
- Conducted User Research based on existing data and customer interviews.
- Created a design system and a style guide, defined user flows, designed responsive wireframes on Figma, set interactive prototypes and conducted usability testing.
- Designed visually appealing interface templates for B2B SaaS live demos.
- Increased the user conversion rate by 32% and weekly views by 40%.

Marketing Coordinator – Reichman University, Herzliya　　　　　2022 - 2024
- Created content to promote the university on social media.
- Organized events for the French community on campus and abroad.
- Represented the Interactive Communication degree at open houses and prospective student meetings.

Freelance Web Designer – Remote　　　　　　　　　　　　　　2020 - 2023
- Created brand visual identities using Adobe Suite and Canva while keeping consistency.
- Wrote content in both French and English.
- Implemented designs on WIX, WordPress, and Elementor.

Sales Team Manager – Esic School, Paris　　　　　　　　　　　2021 - 2022
- Led a team of three sales prospectors, utilizing strong communication skills to drive team success.
- Negotiated contracts with clients and collaborators, maintaining a customer-centric approach to ensure satisfaction and alignment with user needs.
- Achieve a 200,000$ turnover in a month after 3 months of experience.

EDUCATION

B.A. Interactive Communication – Reichman University, Herzliya　　2021 - 2024
- Merit Scholarship Student & Dean's List 2021-2022.
- Specializing in UX Research and Design, with a Minor in Marketing.

MILITARY SERVICE

Target Investigator, Technological Department, Intelligence Service　2019 - 2021
- Conducted complex data analysis.
- Provide critical intelligence on the armament capabilities of enemy countries.

Graphic Designer, Technological Department, Intelligence Service　　2021
- Developed design templates and visual identity for the Technological Department.

SKILLS

- Figma
- Wordpress, Elementor
- Web Design
- Photoshop, Illustrator
- Wix
- Gen-AI, Mid Journey

LANGUAGES

- English
- Hebrew
- French