



Ily L Enzel

Sr. Product designer

ilyenzel.com

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Skills

Figma
Lottie
AI Tools
Adobe Creative Suite
After Effects
Jira
Keynote

Education

2005-2009

Wizo Design Academy

Haifa
B.Design / Visual Communication

HaGimnasya Halvrit Herzliya

Aviv-Tel
Matriculation Certificate / 5 units
in Chemistry and Robotics

Military

2000-2002

Shift manager at Chief of
staff office - Mofaz
Managing one of the most
hectic and crucial offices in IDF

Supersmart (B2B2C)

2021-2025

Product Designer Lead

- **Developed and executed** a user experience strategy to enhance customer journey and satisfaction.
- **Collaborated with teams** to align product UX strategy with business goals.
- **Managed end-to-end** UX design process ensuring user-centered interfaces.
- **Created and maintained design systems** for consistency across platforms.

Cydersoft (B2B2C)

2017-2020

Senior UX/UI

- **Provided creative direction** and ensured brand alignment.
- **Oversaw** development of user-friendly interfaces and experiences.
- **Prioritized user-centered design**, optimizing product usability for home-grown VideMob (TM) platform which serves over 5 billion video ad opportunities every day.
- **Led product design** for an interactive video sharing platform, collaborating with cross-functional teams.

Branovate (B2B2C)

2016-2017

Senior UX/UI

- **Lead product design** for interactive video sharing platform.
- **Develop user journey**, analyze feedback, and translate insights.
- **Serve** content creators and publishers with user-centered design.

NMC/Hed Arzi (Studio Hetz)

2012-2015

Senior Designer / Design Manager

- **Collaborated with top artists** to create visually captivating album covers.
- **Provided artistic direction** to align designs with artist vision.
- **Led design projects**, coordinating with teams for successful releases.

I&M Interactive and Marketing Advertising agency

2010-2012

Senior Designer

- **Developed creative digital campaigns** for lead companies such as banks and car companies.
- **Collaborated** with clients and account managers to understand project objectives.
- **Coordinate** with other departments to ensure cohesive campaign execution.

ReznikABC Boutique Graphic Studio

2009-2010

Co-designer

Collaborated with my professor on design projects.