

# Anat Kalinski

DIGITAL DESIGNER



## CONTACT



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<http://anatkalinski.com>

## PROFILE

I'm a digital designer who is passionate about UI design, and driven by data. I enjoy doing research and making informed design decisions, and I love creating delightful experiences that simplify a user's task.

## SKILLS

### TECHNICAL

- User Research
- Figma & Photoshop
- After Effects
- HTML
- Analytics Tools
- AI Tools

### PROFESSIONAL

- Fluent in English
- Rigorous
- Curious
- Teamplayer

## EDUCATION

### ◎ B.A. IN BEHAVIORAL SCIENCE

University of Bar Ilan -  
Graduated with  
excellence.

### ◎ UX DESIGN DIPLOMA

Uniq UI - UX School

## EXPERIENCE

### ◎ ETRIBEZ | JUN 2022 - MAY 2023

#### PRODUCT DESIGNER

Product design of an ERP web app for the TV / Film production industry. Responsibilities of the role included:

- Conceptualizing feature flows and UI designs based on client feedback and business objectives.
- Optimizing existing features and design system components according to internal research and external product analysis.
- Preparing interactive Figma prototypes for internal use and client presentations.
- Preparing designs for dev, including easily inspectable screens and redline guides.
- Creating Jira tickets for UI modifications and bug fixes.

### ◎ TABOOLA | NOV 2021 - JUL 2022

#### PRODUCT DESIGNER

Product designer in the "Publishers" product team within Taboola - a public company that specializes in content discovery and native advertising. Responsibilities of the role included:

- Creating new feature concepts for leading online-publishing companies, based on business objectives, and communicate them to product managers with high and low fidelity mockups.
- Creating interactive Figma prototypes and perform usability tests using UserTesting.com and UsabilityHub.

- Preparing designs for dev - supply entire flows while covering all edge cases, and creating redline guides.
- Defining and performing longitudinal user studies to find relevant pain points for product ideation.

## 🕒 **BOOKING.COM | JUL 2018 - JUL 2020**

### **PRODUCT MANAGER | JAN 2020 - JUL 2020**

Product management for Booking's social network (Travel Communities). Complete ownership of the product, end-to-end, working within a squad team consisting of 3 BE devs, 1 FS dev, and 1 UX designer. Responsibilities of the role included:

- Working with several teams to ensure the product's maintenance and growth: content creation, moderation, marketing, and product development (my dedicated team).
- Initiating and facilitating team and cross-team feature brainstorming, pre-planning sessions, and a comprehensive product vision workshop.
- Creating quarterly and bi-quarterly OKRs and building a roadmap with our team's TL, based on our products' fly-wheel verticals.
- Creating stories and PRDs, and facilitating story-grooming sessions with all relevant roles.
- Taking charge of team and cross-team communications via Trello, Jira, email, and chat groups (FB Workplace).
- Leading the weekly update session with upper management in which our work, achievements and future plans were presented.
- Using Google Analytics and Google Data Studio to keep track of our products' metrics, including MAU and DAU, bounce rates & CTRs, returning users and custom events.
- Working with our centers' UX researchers on qualitative user research to better understand users' needs and identify potential opportunities to improve the experience while supporting our business strategy and goals.
- Setting up and monitoring A/B testing for feature releases, including hypothesis formation based on quantitative and qualitative data, and setting primary, secondary, and observational metrics (using a dedicated internal tool).
- Regular company updates via Workplace on the team progress and releases.

Some notable achievements include:

- A 15% increase in MAU at the end of Q1
- A 12.5% increase in the number of contributing users (posters and commenters)
- Doubling post-page entrances
- introducing support for 2 extra languages (DE and FR)
- Seamlessly integrating to a new moderation system
- Creating an internal admin system

### **UX / UI DESIGNER | JUL 2018 - JAN 2020**

UX design for 2 vertical teams at the TLV Machine Learning center. Responsibilities of this position included:

- Conducting usability testings and moderated user interviews.

- Fetching and summarizing relevant information for research from internal and external resources and performing competitive analysis.
- Taking part in A/B testings, advising on metrics selection and hypothesis formulation.
- Participating in product brainstorming and working closely with the teams' PMs on experimentation strategies.
- Creating high fidelity prototypes using Figma and Adobe software.
- Working closely with FE and BE developers, and writing the mark-up code using the company's templating engine.