

Tsofiya Hassan

Product Designer (ux ui)

- t0583217341@gmail.com
- 058.321.7341
- [Portfolio ui ux](#)
- [LinkedIn](#)

Professional profile

- Combines strong analytics skills with clean functional design,
- brings a deep understanding of user needs and business goals.
- Passion for creating intuitive, high impact digital experiences
- that balance usability, clarity, and aesthetics.

Experience

2025–2026
Malam Team
Product
Designer

End-to-End UX/UI Design of an Organizational Management System

- Designed an end-to-end digital system for managing training programs.
- Conducted user research and defined needs for managers, centers, and teachers
- Built information architecture and workflows for complex modules
- Designed an interactive management dashboard to display data in real time.
- Designed a user experience adapted to organizational environments, including complex tabular screens.
- Owned the end-to-end design process through developer- ready UI handoff
- Enabled real-time monitoring of training processes through a centralized dashboard

2025–2023
Freelance

- **Product & UX Designer – Freelance**
End-to-End UX/UI Design and Development of a Complex Brand Website, including user research information structure and user flows.
Soft and accessible design and full development with an emphasis on responsiveness and brand uniformity.
- **Designing a system for managing a cosmetic**
Salon User research and process analysis, creating user flows, Built wireframes
UX/UI Design for a Cosmetic Salon Management Syst

Skills

Professional Knowledge
User Research // Personas // User Flows
Usability Testing // Information
Architecture // Design Thinking
// Accessibility Principles //
Team collaboration with
product & development teams.
//Time management, order

Software proficiency

Figma • Adobe XD • Illustrator
• Photoshop • InDesign • After
• WordPress • Elementor •
• CSS • HTML

Education

2020-2022

Design and Strategy Trend
for Branding and Mastery in
Graphic Software

2023-2026

Media Design Engineering, 'Helichut'
College, Engineering Certificate MAHAT
UX/UI studies, research, visual
communication, printing, video,
branding and digital media.

Languages

Hebrew – Mother Tongue
English – Good Level