

MASHA LEVINE

PRODUCT

DESIGNER

About me

I'm a Product Designer with over 4 years' experience designing for complex systems across B2B and B2B2C fintech. I specialise in SaaS products (desktop and mobile) and create intuitive, visually compelling solutions grounded in human-centred design.

I'm looking for my next role where I can continue to grow in strategic-, research-, and insight-led design, contribute to purposeful, user-focused solutions, and work with a collaborative team.

Skills

R & D

End-to-end design process

Research

User testing + feedback

Information architecture

Responsivity

Design systems

Wireframing: low- & hi-fi

Prototyping with AI

WCAG 2.2 accessibility standards

SOFTWARE

Figma

Figjam

Figma Make

Illustrator

LANGUAGES

English: mothertongue

Hebrew: fluent

Russian: professional proficiency

Volunteering

SURF INSTRUCTOR · HAGAL SHELI

Hagal Sheli is an Israeli foundation which provides educational and therapeutic surf programs for at-risk youth and trauma survivors. Teaching surfing allows me to contribute in a meaningful way, using something I love to make a positive impact.

Experience

UX UI DESIGNER · iCOUNT 2022 - current

iCount is Israel's leading provider of SaaS accounting & business solutions for freelancers and small business owners. I have full end-to-end ownership of the product lifecycles of each of my features.

- Lead designer of Sign, a digital signing feature **built from the ground up**, enabling users to securely sign, send, and manage documents within the system.
- Lead designer of POS, a point-of-sales tablet application that helps users manage sales and inventory in real time; **improved item-to-cart time from 5 seconds to 1 second on average**.
- Led a cross-team rebranding and renaming process for our US expansion, combining audience research, naming workshops, and strategic brand positioning.
- Conducted user testing, feedback, and interviews to gather both qualitative and quantitative data insights.
- Marketing design for our website, social media content, and internal communications.

FASHION PRODUCT SPECIALIST · AMAZON 2019 - 2022

The Fashion Product Specialist (FPS) team supported all fashion-related projects across the Amazon platform.

- Redesigned our internal program interface based on insights gathered from surveys, interviews, and testing with team members. This user-centred approach resulted in a **15% increase in our team's speed during testing**.
- Team Leader for the FPS team in the 2020 Alexa Style Hackathon, where we **won the People's Choice Award for developing and presenting a prototype for an Alexa Style feature**.
- Consistently achieving over 100% monthly quota.

Education

MASTER OF DESIGN FUTURES

RMIT University, Australia

Part time, online. Expected graduation: 2027

Focus: human-centred design, research, leadership, strategy

DIPLOMA: USER EXPERIENCE AND USER INTERFACE DESIGN

Shenkar College of Engineering and Design, Israel
2020 - 2021

BACHELOR OF FASHION DESIGN (HONOURS)

RMIT University*, Australia
2014-2017**Shenkar College equivalent*