



ASAF'S LIFE IN A NUTSHELL

Product Designer Freelancer



Senior Designer Clue



Lead Product Designer Dubsmash



Senior UI/UX Designer GoEuro



Designer and Co-Founder Kommunikite



Tanzania → Germany



Marketing Coordinator Millicom



Sierra Leone → Tanzania



Barbara



Brand Manager 3Bears / Millicom



Israel → Sierra Leone



Project Manager 10Levels / ESM Wireless



Technical Manager Hot Communication





Asaf Siman-Tov

Product Designer

SKILLSET

Concept development, design strategy, UX design, design systems development & implementation, mentoring, UI design, Prototyping, UX Research, workshops & trainings

MAIN TOOLS

Sketch, Illustrator, Photoshop, Principle, Framer, InVision, Zeplin, Jira, pencil & paper

LANGUAGES

English: Fluent
German: Intermediate
Hebrew: Mother tongue

PORTFOLIO

asafsimantov.com

EMAIL

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MOBILE

+49 176 5379 3059

ABOUT ME

- Skilled Product Designer with over 7 years experience in mobile, web and interactive design
- Experienced with leading design teams and design process management
- Able to deliver on all aspects of the user-centric design process, from seed to a market-ready product
- Self driven, motivated and overall quite an ok fellow

EXPERIENCE

Product Designer Freelancer 04/2018 – To date

Helping companies to create and shape digital products.

Senior Designer 05/2017 – 04/2018

Clue: A leading female health app

Worked closely with product owners, scientists, engineers and data scientists to build an AI platform to improve predictions, decipher actionable patterns and explore new possibilities in female health.

Lead Product Designer 07/2016 – 04/2017

Dubsmash: A viral video messaging platform

Led the design of a product strategy shift - from a pure video creation tool into a social video platform. Led a design team that produced video communication features for both iOS and Android apps.

Senior UI/UX Designer 10/2014 – 06/2016

GoEuro: An online multimodal travel booking platform

Redesigned the Android app and streamlined user journeys & funnels (Search, selection, checkout, profile). Help maturing product for all mobile platforms, including mobile web.

Designer and Co-Founder 04/2013 – 09/2014

Communikite: A location-based classifieds platform

Developed the concept, brand and designed the mobile app.