

# NINA DESSAL

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## WORK EXPERIENCE

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### GAME UI DESIGNER

Jan 2025 – Present

GM Saloon

Remote, Israel

- Designed intuitive HUD and icons for a controller-friendly, indie co-op PC game, focusing on clarity and accessibility for shared-screen play.
- Prepared HUD elements and a cohesive icon system that helped the game stand out at PAX 2025, Boston, directly contributing to 400+ new Steam wishlists during the showcase and attracted stakeholders for future sponsorships
- Collaborated with designers, UX specialists, and artists to align UI components with gameplay mechanics and visual style.
- Worked within agile development pipelines, contributing to sprint planning, feedback sessions, and cross-disciplinary reviews.

### CUSTOMER SUPPORT MANAGER

Nov 2023 – Jan 2025

Sahara Jewelry

Ramat Gan, Israel

- Achieved 100% Customer Satisfaction across all sales platforms. First response time improved across all communication channels: Email/online form – 24 hours or less, Social media – 60 minutes, Phone – 3 minutes, Live chat – Instant
- Enhanced ticketing and invoicing systems ratings and streamline processes, resulting in lower average ticket handling time, 83% overall resolution rate initially and total resolution after 3-5 business days

### GRAPHIC DESIGNER

Dec 2021 – Aug 2023

FLR Shoes

Rishon LeZion, Israel

- Produced over 50 mockups, illustrations, and technical prototypes for new product lines for further development and production.
- Executed product photography, retouching, and image manipulation for over 200+ assets, improving visual quality and consistency across e-commerce and marketing channels; contributed to a 30% increase in click-through rates on product pages and ads.
- Ideated and solved complex digital brand design challenges, including responsive header imagery, advertising suites, and interactive digital interfaces, contributing to a 25% increase in user engagement across key platforms.
- Spearheaded the creation of a cohesive branding ecosystem, prompting full adoption of the new visual identity across all departments, leading to a consistent brand presence and improved internal alignment on design standards.

### MARKETING AND WEB DESIGNER

Sep 2020 – Jan 2022

April Flowers

Netanya, Israel

- Created and posted 200+ pieces of content across multiple platforms. (Instagram, Facebook, TikTok etc), 85% of social media campaigns met or exceeded engagement goals.
- Completed 30+ print designs, 5 mini sites, and 100+ digital assets.

## EDUCATION AND CERTIFICATIONS

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### SPB STATE UNIVERSITY OF CULTURE AND ARTS

June 2015

BA in Language Interpretation and Translation: English, Japanese

Saint Petersburg, Russia

### SPB STATE UNIVERSITY OF CULTURE AND ARTS

June 2015

BA in Library Systems and Information Science

Saint Petersburg, Russia

**CERTIFICATIONS:** UX/UI Design from Netcraft Academy (Bnei Brak, Israel, Dec 2020), Study Abroad Program in Multimedia Design & Visual Communications from Technological College of Beer-Sheva (Beer-Sheva, Dec 2016)

## SOFT AND HARD SKILLS

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**Technical Skills:** UI Design & Prototyping, UI/UX Design for Games, (HUD & Icon Design), Design Systems & Style Guide Development, Wireframing & Prototyping, User Flow & Journey Mapping, Responsive & Scalable Design, AI-Assisted Design  
**Software::** Adobe Photoshop, Adobe Illustrator, Adobe XD / Figma / Sketch, After Effects, Procreate, ChatGPT, Midjourney / DALL·E / Stable Diffusion/ Adobe Firefly, Notion, Jira

**Soft Skills:** Compression, Sense of humor, Empathic Design Thinking, Creative Problem-Solving, Collaborative Agility

**Language Skills:** Native in Russian, Fluent in English, Fluent in Hebrew, Basic in Spanish, Basic in Japanese

## INTERESTS AND HOBBIES

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**Interests:** Technology, Art & Crafts, Digital Art, Human-Computer Interaction, Science & Emerging Tech

**Hobbies:** Playing Violin, HEMA Fencing, Archery, Miniature Painting, Dungeons & Dragons, Table Top and Console Gaming