

Nina Dessal

UX/UI Designer | Associate RGD Certified

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Summary

As a UX/UI Designer with a graphic designer background, I enjoy creating visually strong, user-centered experiences. I'm comfortable navigating ambiguity in fast-paced environments, working independently or as part of a team. What I value the most in a workplace is clear communication and the opportunity to challenge myself. I stay up-to-date with the latest design trends and technologies, and am passionate about learning and sharpening my skills.

Skills

Tools: Adobe CC (PS, AI), Figma (Components, Variables, Advanced Prototyping, and Dev Mode), FigJam/Miro, Jira, Framer, UXPin, Maze, AI-Tools (Figma Make, Google Stitch, UX Pilot, Claude, Gemini)

Industry-relevant skills: Branding & Visual Identity, Typography, Composition, Layout, Print Design (brochures, packaging, signage), Digital Design (web, social media, email campaigns, ads), Motion Graphics & Animation

Work Experience

UX/UI Designer at Blazesoft | Independent Contractor, Canada Jan 2026 – Now

- Designing, defining, and supporting the design system: developing and maintaining reusable and scalable asset libraries, components, patterns, and tokens. Ensuring that experience is consistent and responsive across desktop and mobile.
- Assist in creating clean, engaging designs for company's emerging IGaming Platforms that align with the brand while supporting existing UI modules and propose and implement improvements to crucial flows.
- Leveraging and exploring UI/UX- focused AI tools to speed up workflow
- Participating in user research initiatives to validate design assumptions, test microcopy, and help refine designs based on user feedback to ensure the final product meets user expectations.

UI Designer at GmSaloon | Freelance, Israel Jan 2025 – Now

- Designing a cohesive UI for a rapidly evolving indie roguelike card game, including buttons, icons, overlays, and other elements that align with the game's theme, art direction, and narrative. Directly contributed to 1000+ new Steam wishlists and successfully captured stakeholder interest during the PAX 2025 gaming event.
- Collaborating closely with game developers and designers to create cohesive UI seamlessly integrated with game mechanics.

Customer Support Manager at Sahara Jewelry | Full-Time, Israel Nov 2023 – Dec 2025

- Acted as a front-line client advocate at multiple auctioning platforms, identified recurring pain points, resolved issues with empathy and clear communication, anticipated customer expectations, and needs.

Graphic Designer (B2B) at FLR Shoes | Full-Time, Israel Feb 2022 – Nov 2023

- Developed a cohesive branding system based on the existing framework as part of a time and cost-cutting initiative. Achieved full company-wide adoption, increasing design team productivity and communication among departments.
- Graphic support for various product categories for FLR Shoes and Safety Labs, pro cyclists' gear sister companies.
- Visual communication, exhibition graphics, booth designs, ad design, and animation.

Graphic Designer at April Flowers | Full-Time, Israel Sep 2020 – Jan 2022

- Created, planned, and posted content across social media platforms, created and optimized visually compelling designs for websites, brochures, social posts, internal presentations, and external advertisements.
- Analyzed and synthesized data based on out-of-the-field research and website/social media metrics to create a clearer understanding of user goals, needs, tasks, pain points, and motivations.

Video Content Manager at Minute.ly | Full-Time, Israel May 2019 – Jan 2020

- Analyzed and corrected results of AI deep learning technology to cut highlights from video based on A/B and data-driven tests

Volunteer Experience

Content Video Editor at JIAS | On-Call Volunteer, Canada Nov 2025 - Now

Creating, editing, and optimizing short-format video content for social media platforms to generate engagement

Education

Postgraduate Certificate in UX/UI Design | Netcraft Academy, Israel Jan 2020 - August 2020

Certification in Multimedia & Graphic Design | Technological College Of Beer-Sheva, Israel March 2016 - Dec 2016

Bachelor's Degree in Systems and Information Science | SPB University Of Culture And Arts, Russia Sep 2011 - June 2015