

PORTFOLIO  
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Tel Aviv, Israel

# Carmen Spencer, MA UX Design

## UX Design & Product Designer

- 6+ years of experience in UI/UX and product design.
- Designed complex SaaS systems in cybersecurity and healthcare.
- Data-driven, using analytics and user feedback to refine flows.
- Expertise in end-to-end design, from ideation to implementation.

## SKILLS

Product Design for SaaS

Figma Prototyping

User Research: Data Analysis and Data Driven Design

Collaboration with Product & R&D Teams

Mentoring Designers

Design Systems

Feature Documentation

## LANGUAGES

English ●●●●●

Chinese ●●●●○

Hebrew ●●○○○

## WORK EXPERIENCE

**Lead Product Designer** Lema AI Tel Aviv, 2023-Current

- Lead end-to-end product design for a SaaS cybersecurity solution, managing the entire process from user research, ideation, and UI/UX design to developer handoff and iteration
- Collaborate with product, R&D, data analysts, and marketing teams to build each feature from end-to-end
- Created sketches, flow diagrams, wireframes, mockups and prototypes
- Improve UX constantly by studying data-driven insights, session recordings, and user metrics

**Lead Product Designer** Three Point Turn Toronto, 2020-2023

- Designed branding and interfaces from start to finish for 8 client and internal projects, each with budgets of \$2-3 million.
- Led and mentored the design team, onboarding new members.
- Led comprehensive market and user research to create distinctive, user-centered designs that elevate product experience.
- Regularly analyzed customer feedback to optimize UX, boosting client satisfaction from 69% to 87%.

**UX & Graphic Design Freelancer** Fiverr Toronto, 2020-2021

**UX & UI Intern** Codepxl Toronto, 2020

**Graphic Design & Marketing Intern** Three Point Turn Toronto, 2019

## EDUCATION

**MA User Experience Design** Falmouth University UK, 2021-2023

**BA Graphic Design** Seneca College Toronto, 2017-2020

**Web Development Certificate** Brain Station Toronto, 2018

**UX Design Certificate** Brain Station Toronto, 2018