

Uri Paz

Head of UX/UI with a dev background

EXPERIENCE

WIX

Wix, Wix Code 7 yrs 4 mos

Wix Code is the tech powerhouse behind Wix's developer ecosystem. It provides infrastructure, tools, and platform capabilities. Its solutions support a wide range of users from low-coders to professional engineers, helping them build advanced websites and apps on the Wix platform.

Head of UX/UI - Wix Code Oct 2021 - Present · 3 yrs 10 mos

- Lead the UX/UI process across two groups: Dev Env and Dev Core.
- Drive strategic decisions as part of the Wix Code leadership team.
- Report directly to the Head of the Company and the VP of the UX Guild
- Manage the UX/UI team (3 designers and a UX writer), providing ongoing and periodic feedback and supporting their growth plan.
- Hire UX/UI designers.
- Hands-on UX/UI designer on company-wide, high-priority projects.
- Initiated a UX-to-production workflow using Wix MCP.
- Submitted a patent on AI abstraction in graphical user interfaces.

UX/UI Lead - Wix Code Mar 2021 - Nov 2021 · 9 mos

- Hands-on UX/UI designer on company-wide, high-priority projects, presented to the CEO and executive management.
- Mentored 2 designers.
- Led Wix UX Medium, a joint effort of UX designers and UX writers.

UX/UI Designer - Wix Code & Wix CMS Apr 2018 - Feb 2021 · 2 yrs 11 mos

- Collaborated with PMs, engineers, BAs, writers, and other stakeholders to ensure features and products are within the scope and designed to meet user's needs, business goals and technical capabilities.
- Designed features in changing focus areas.
- Conducted end-to-end usability tests.
- Contributed components to the Wix's design system.



NGsoft 3 yrs 7 mos

Software development and design agency.

Frontend developer Aug 2015 - Feb 2018 · 2 yrs 7 mos

- Developed websites and web applications from scratch.
- In-depth experience using JavaScript and AngularJS.
- Proficient in HTML and CSS.

UX/UI Designer Aug 2014 - Aug 2015 · 1 yr 1 mo

- Designed digital experiences for a range of clients: Teva, AT&T, Checkmarx, 888, Sintecmedia, Insightec, and more.
- Delivered design from concept stages to pixel-perfect results.



Designit Internship

Design services company.

Student intern UX/UI Designer Mar - Apr 2014 · 2 mos

- Designed desktop and mobile interfaces for a startup product.

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Location - Herzliya, Israel

ABOUT

After seven years at Wix.com, where I grew from a junior UX designer to a senior UX designer and team lead, I decided to explore new opportunities.

During my time at Wix, I worked with talented professionals on high-impact products.

While leading the UX team I communicate the experience vision for multiple products, as well as an hands-on and a collaborative approach.

EDUCATION



Shenkar College of Engineering, Design and Art 2010-2014

B.Des in Visual Communication.
Specialization in Interactive Design.
* *Graduated with honors*

CERTIFICATION



Holon Institute of Technology 2016-2017

Front End Development

VOLUNTEERING

The Public Knowledge Workshop 2014 - 2016

Designer & developer at a nonprofit making public government info accessible.

LANGUAGES

English - Fluent | **Hebrew** - Native

LINKS

Portfolio:

<https://www.u-r-i-p-a-z.com/>

Linkedin:

<https://www.linkedin.com/in/uri-paz/>