

# Keren Sella

Product Designer

I'm a warm and friendly person with four years of experience in professional Problem-solving. I enjoy working in teams and I stand out independently. I believe in approaching challenges with a "never give up" attitude and paying attention to the details.

## Work Experience

### Dynamic Role / Xstras

2023 - 2024

- Performed a dynamic range of roles, adapting to new responsibilities and environments.
- Gained experience in tasks requiring strong organizational skills and quick learning.
- Collaborated with diverse teams and built relationships with new colleagues each day.

### Business Customer care / Isracard

2021 - 2022

- Provided B2B product support.
- Identifying the problems and needs of the businesses.
- Cooperating with different departments to solve the problem.
- Checking with the users what doesn't work or is unclear about the website "Isracard Businesses" and passing the information to the Product Manager.
- Seeking ways to help the business and offering multiple tools to ease user experience.

### Help Desk / Ministry of Defence

2019 - 2021

- Documented the problems of different users and researched solutions.
- Worked together with different departments to solve problems and convey information.
- Performed user tests to broaden my understanding of the problems and seek out solutions.
- Understood the user's needs and tailored different options to what was best for them.

+972-50-4401833

[kerensella@gmail.com](mailto:kerensella@gmail.com)

[www.kerensella.com](http://www.kerensella.com)

## Education

### User Interface & User Experience Design

Netcraft Academy

2021 - 2022

## Military Service

### Network Manager

Intelligence Corps

## Skills

User Research

Competitive Research

Prototyping

Wireframing

Visual Design

Attention to Detail

Extra stomach for dessert

## Tools

Figma

CRM

Adobe XD

Photoshop

Illustrator

## Languages

Hebrew - Native

English - High level