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## Skills

-  UI/UX Design & Strategy
-  Wireframing & Prototyping
-  Interaction & Visual Design
-  Design Systems & Branding
-  User-Centered Problem-Solving
-  Cross-Functional Collaboration
-  High-Quality Execution & Attention to Detail

## Tool Kit

-  Figma
-  Adobe Illustrator
-  Adobe Photoshop
-  Microsoft PowerPoint
-  Microsoft Office Suite
-  AI Tools for Text and Image Generation

## Languages

-  **Hebrew** – Native
-  **English** – Fluent
-  **Russian** – Basic

# Lea Freeman

Product Designer | UX Strategist | B2B SaaS & Cybersecurity UX Expert

## About

Innovative and results-driven Product Designer with expertise in B2B SaaS, cybersecurity, and ad-tech UX. Passionate about crafting data-driven, user-centric experiences that drive business growth. Proven ability to lead design strategy, implement scalable design systems, and optimize complex workflows into intuitive solutions. Adept at balancing usability, accessibility, and aesthetics to enhance product success in highly technical environments

## Work Experience

### Lead Product Designer *GeoEdge | Oct 2022 – Present*

- Solely led and executed the entire design function across all GeoEdge products, owning both product and marketing design.
- Drove UX strategy and product execution roadmap, directly contributing to 103% Net Retention Rate, surpassing the company's 100% target.
- Optimized ad quality through UX improvements, impacting a 106% retention rate in Ad Quality products.
- Contributed to a 27% YoY business growth, aligning design strategies with product scalability and user engagement.
- Developed and maintained a scalable design system, reducing inconsistencies and accelerating feature delivery across products.
- Led end-to-end marketing design, ensuring brand consistency across websites, sales materials, and digital campaigns.
- Collaborated directly with executive leadership, product teams, and developers to drive strategic design initiatives impacting all company products.

### Freelance Graphic Designer *Apr 2021 – Oct 2022*

- Designed branding, marketing materials, and visuals for various clients across industries.
- Developed small-scale web and app designs, gaining early UI/UX experience.
- Created print and digital assets, including presentations, promotional materials, and corporate identity elements.
- Worked directly with clients to understand their needs and translate ideas into impactful designs.

### Graphic Designer & Content Editor *Partner Israel | Mar 2017 – Apr 2021*

- Designed internal knowledge base content, training materials, and corporate communications.
- Managed and maintained an organizational information platform for improved workflow efficiency.
- Developed digital assets for internal tools, enhancing usability and accessibility.
- Collaborated closely with different departments to support business and design needs.

## Education

- HackerU College – Graphic Design with a specialization in UI/UX
- NLP Practitioner Certification
- Holistic Coaching Certification
- Dedicated self-learner, with several UI/UX design courses on Udemy
- Graduation of ORT High School – Physics Major (5 Units)

## Projects

### SafeStream

A brand safety and metadata management platform for CTV, OTT, and programmatic advertising. Designed a seamless user experience for AdOps professionals, integrating AI-driven insights and creative management tools to streamline workflows and ensure brand safety.

### GeoEdge Products

Solely responsible for the UI/UX and product design across multiple GeoEdge products. Led the design of features, platforms, and websites, ensuring cohesive user experiences and aligning with business goals.

## Additional Experience

- Full military service in the Intelligence Force (Technical Role)
- Strong ability to collaborate across teams, adapt to changing requirements, and understand user needs in fast-paced environments.