

MAI RAUCH

PRODUCT DESIGNER | UX/UI

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About Me Experienced designer with 10 years of professional experience in design and a background in interior design, complemented by UX/UI training. I bring a strong **visual foundation**, creative **problem-solving**, and user-centered thinking to **translate complex needs** into clear, intuitive, and engaging digital experiences

Experience **Lighting designer | Rama Mendelsohn lighting design | 2020-Present**

- Developing lighting concepts and solutions for diverse projects, combining aesthetics, functionality, and technical planning, including 3D visualizations and presentations
- Collaborating with clients and industry professionals and representing the company at international conferences and events

UX/UI Lead | Code for Israel x Ogen association (voluntary position) | 2022-2023

- Led the UX/UI design of a digital platform, transforming Ogen’s paper-based financial support process into an intuitive digital experience
- Mapped user needs and processes into user flows, functional requirements, wireframes, and prototypes.
- Created high-fidelity UI designs in Figma and collaborated with project management, developers, and stakeholders through implementation

Graphic designer | Self employed | 2021-2024

- Translated concepts into clear, engaging visual solutions across digital and print, with a strong focus on visual consistency and brand identity.

Teaching assistant | The College of Management | 2020-2021

- Guided design students throughout the design process, providing tailored feedback and creative support

Interior designer | Karen Goor architecture | 2017-2021

- Developed interior design concepts, translating ideas into clear and functional solutions through detailed drawings and 3D visualizations
- Managed multiple projects under tight deadlines, balancing creative and technical requirements

Jewelry Designer & Independent Business Owner | Mai Jewelry | 2016-2019

- Led the business end-to-end, overseeing product design, production, photography, and marketing
- Managed inventory, customer relationships, and daily operations independently

Customer service | Great Shape gym | 2011-2016

- Enhanced customer experience through client relations, membership management, and sales

Education **UX/UI | Netcrafe Academy | 2022-2025**

Goldsmithing | Yael Shakedi’s jewelry school | 2019-2021

Interior design exchange students | IED Design school, Italy | 2018

B.A with honors in interior design | The college of management academic | 2015-2019

Preparatory for design | 6B School of design and digital | 2014-2015

Military Service & Volunteering **Mentoring project | The college of management academic | 2018-2019**

Military | Executive Assistant provided administrative and operational support | 2011-2013

Languages	Hebrew English	Skills	AI Tools Figma WIX Photoshop Illustrator AutoCAD SketchUP 3D Rhino Premiere
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