






Victoria Kuperman

Senior UX Designer

Innovative UX Product Designer with 10+ years of expertise in developing complex enterprise products across various industries, including security, finance, research, and medical. Proven track record of delivering user-centered, high-quality designs that align with customer needs and business objectives. Passionate about leveraging design expertise and customer-focused approach to drive meaningful impact and product success.

Contact

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Expertise

Product Design
UX Design
User Research
Information Architecture
User Flows
Wireframes
Dynamic Prototypes
Interaction Design
UI Design
Visual Design
Design Systems
Video Editing

Figma
Adobe XD, Axure, Sketch
HTML, CSS, JavaScript

Education

2020 - 2021
Academic program, Cognitive Psychology
The Open University of Israel

2014 - 2015
Certificate, User Experience (UX)
Netcraft Academy, Tel Aviv, Israel

2008 - 2011
B.A. Social Studies and Economics
Bar-Ilan University, Ramat Gan, Israel

1999 - 2001
A.S. Graphic Design & Print Production
Hadassah College of Technology,
Jerusalem, Israel

Experience

Sep 2022 - Present

Amazon Web Services (AWS), Amazon Customer Service (CS) **Senior UX Designer - Contract**

- Led product design from conception to launch, planned user flows, use case scenarios, prototypes, and user testing
- Conducted user research and translated research findings into actionable insights and design solutions
- Collaborated with product managers and engineering teams to drive project success
- Managed complex design projects, ensuring timely and high-quality delivery
- Maintained consistent visual standards with the company's Design System
- Reviewed implemented features, provided expert UX feedback for product improvement

Sep 2021 - Jun 2022

Ping Identity. Identity Security for the Digital Enterprise **Senior Product UX Designer**

- Translated business requirements into compelling product experiences and design solutions
- Created detailed wireframes and prototypes for complex web and mobile applications
- Collaborated with product managers and engineering teams to define and prioritize features for optimal user experiences
- Maintained consistent visual standards and evolved the company's Design System
- Ensured pixel-perfect design execution through rigorous review and guidance

Mar 2020 - Oct 2021

Getwizer - Consumer Insights Platform **Lead UX Designer & Product Manager**

Translated user needs into exceptional user experiences and turned complex technology into accessible products. Planned and executed strategic product roadmap. Proven ability to collect and prioritize requirements from diverse stakeholders, conduct usability interviews, and gather feedback to inform product development.

Nov 2018 - Mar 2020

NICE Actimize. ActOne: Financial Crime Fighting Tool **UX Designer**

Created full-scale interactive mockups to demonstrate the expected look and feel of the application, with high-level of expertise in Axure as a mockup tool.

May 2016 - May 2018

EYETOAI - AI Radiology Platform **Lead UX Architect, Product Manager**

Responsible for UX architecture of company's product - Radiology Desktop Platform. Conducted user research, created complex user flows and high fidelity dynamic prototypes. Managed an engineering team based in Eastern Europe.

Jan 2009 - May 2016

XMPie - Variable Data and Cross-Media Communication **UX/UI Designer**

Created UI/UX design for company web-based applications. Created personalized marketing cross-media campaigns on XMPie software platform: emails, websites and video presentations.