



(+972) 54-209-0850

GUYAMAR9@GMAIL.COM

HAIFA, IL

## ABOUT ME

GREAT DESIGN IS JUST **EMPATHY IN PRACTICE**. WHETHER I'M DESIGNING A COMPLEX B2B DASHBOARD OR LEADING A TEAM OF VOLUNTEERS, MY GOAL IS THE SAME: TO STRIP AWAY NOISE AND **SOLVE REAL PROBLEMS FOR REAL PEOPLE**.

## PROFESSIONAL EXPERIENCE

- 2021 - CURRENT  
**PRODUCT DESIGNER**
- CITY HIVE INC.**
- \* Leading end-to-end design for a high-scale **SaaS** platform, specializing in **B2B, B2C, & B2B2C** e-commerce solutions.
  - \* Architecting complex **CRM** workflows and dashboard interfaces to streamline merchant operations and customer management.
  - \* Translating MRDs into intuitive user journeys, ensuring seamless transitions between merchant-facing dashboards & consumer-facing storefronts.
- 2020 - 2021  
**MOTION DESIGNER**
- CITY HIVE INC.**
- \* Designed and animated social media assets to announce new product capabilities, focusing on visualizing the happy-path of a new feature.
- 2017 - 2020  
**GRAPHIC DESIGNER**
- OART DESIGN STUDIO**
- \* Delivered comprehensive branding solutions, including package design, app/web design, and video editing.
  - \* Focused on building long-term client relationships through responsive communication and quality deliverables
- HAARETZ MARKETING STUDIO**
- \* Executed marketing materials for large clientele while focusing on print-related requirements & best practices.

## SKILLS

### DESIGN

AI, ID, PS, XD, AE, Figma

FLUENT

### MANAGEMENT

JIRA, Zoho, Hubspot

ADVANCED

### DATA MINING

MongoDB, Mongo Charts

BASIC

## CORE EXPERTISE

- UX RESEARCH** \* Usability testing, pain point analysis, and data-driven design iterations.
- UI DESIGN** \* Component-based systems (Atomic Design), responsive web, and mobile app UI.
- CRM & OPS** \* Tailoring user journeys for client onboarding and back-office management tools.

## EDUCATION

### HIT, HOLON (2019-2023)

B.Des. in Visual communication

### TECHNION, HAIFA (2025-2026)

Certificated product manager

### DFI, HAMBURG (2020)

Design foreign exchange program

## COMMUNITY & LEADERSHIP

- 2018-2024  
**COORDINATOR**
- BELIBA HOMA**
- \* Directed end-to-end regional operations and oversaw a volunteer workforce, ensuring the successful execution of educational initiatives.
- 2018-2022  
**GRADUATE**
- IMPACT! FIDF**
- \* Completed extensive community service hours while maintaining academic excellence throughout the year.
- 2025  
**MENTOR**
- IMPACT! FIDF**
- \* Guiding students through professional development and academic growth.