

ESTI MURIK

Principal UX designer

Hii, I'm Esti. With 17 (wow, time flies!) years of work experience in interactive design, I love digging to identify problems, thinking of solutions and making pixel and concept perfect designs that are driven by users, data, and business goals.

I enjoy improving products to be better as they develop, as user-capacity changes and as times progress.

I thrive on working in teams, having others scratch my brain, learning from whomever has something new to bring to the table and stand for what I believe is justifiably right - all in the name of a better, more stable and true-to-itself product.

Currently based in Amsterdam, Netherlands.

EXPERIENCE

Funda | Housing Market

2021 - present > Sr. UX Designer

Developing and improving tools that help millions of people find their next home, on the no. 1 housing platform in the Netherlands. Working both on the consumer side, as well as on the real estate agents' side. Going through data, business objectives and users needs to maintain a successful and sustainably growing product.

Elsevier | Global Information Analytics

2021 > Principal UX Specialist

2017 - 2021 > Senior UX Specialist

Managing the experience and interface design of a research-funding related product used by academic institutions globally.

In addition, UX Lead for an emerging product that provides funding agencies and foundations world wide with an analytical view of their financial investments in scientific research and of the funding landscape. Building the product from scratch through ideation, user research, prototyping to MVP development, working closely with the respective stakeholders.

Fundbox | FinTech

2016 - 2017 > Design lead

Managing design and UX at the TLV office on top of taking on UX projects.

2014 - 2016 > Product designer

Working on all product related materials from the simplest facebook banner to the complex UX of a freshly designed dashboard. Developing and navigating the visual language of the brand and materializing that language wherever it is conveyed - on both marketing materials and digital outlets: social media posts, brochures, conference booth displays, giveaways, landing pages and mostly dashboard and application.

Feelternet | A digital creative agency specializing in experiential content

2012 - 2014 > Studio and creative manager

Art directing projects from stages of idea development through UX, UI & GUI to design and the adaptations of the product to different formats and purposes. Design and UX for different mediums, creating online campaigns while putting different platforms to use - websites, social media and other online marketing tools. Communicating projects between project managers and the studio, and then from the studio to programming. Specialising mostly in digital projects - websites, online magazines, mini-sites, applications and newsletters as well as printed related products.

2011 - 2012 > Graphic designer

Designing websites. Creating other things.

Design Factory | Interactive Experience

2010 > Graphic designer

Designing as well as part taking in UI & UX development, mainly corporate design.

YKM | Interactive Marketing Communication

2008-2010 > Graphic designer

Web design as well as presentations and mobile applications.

Fabrica

2008 > 2 Week program in an international design research center in Treviso, Italy sponsored by “Benetton”.

Freelance

2007-2013 > Branding, presentations, banners, landing pages and websites.

EDUCATION

2022 > Behavioural Design Course

Hyper Island

2018 > Web Accessibility Course

Deque University

2004 - 2008 > BAD studies - Visual Communication

Bezalel academy of art and design in Jerusalem

Shenkar college of engineering and design in Ramat Gan majoring in interactive design.

SKILLS

Highly confident using:

Figma

Sketch

Photoshop

Indesign

Illustrator

Invision

Have some knowledge in:

HTML

CSS

CONTACT

kachke@gmail.com

www.estimurik.com

+31-6-11274575

www.linkedin.com/in/esti-murik-01948

instagram.com/kachke