




Amitay Wainztein

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 Tel Aviv. Israel.

ABOUT ME

- Lead and Mentor the Creative team
- Detail and pixel perfection UX designs for responsive web-desktop and mobile application.
- Apply user research methods and principles to validate customer needs and inform design solutions.
- As a inventor I hold patent portfolio demonstrating innovation in Optic accessories, Mechanical engineering and Toys development.

EXPERIENCE

- **2020 - 2023**
Sr. UX Designer
Akamai Technologies
(Guardicore was acquired by Akamai in September 2021)
Collaborate with the product, R&D, data analyst and marketing teams to build a complete pixel perfect design system.
Create sketches, flow diagrams, wireframes, mockups and prototypes of features serving different user segments and present solutions.
Lead & Mentor the UX/UI Team
- **2017 - 2019**
Sr. UX Designer
AT&T
As a Senior User Experience Designer I lead the UX team through the design process from research to ideation and UX/UI visualisation via prototyping to create a detail and pixel perfect complete Style Guide & Design Kit Including: Style guide, Grid Systems ,all Components and Assets that correspond in the system & component library,
Work alongside with product management and engineers to ship pixel-perfect designs.
- **2014 - Present**
Owner
Amitay W Studio:
A Studio specialized in working closely with startup companies.
Partner with product, engineering, data science, and marketing teams to establish a comprehensive and visually immaculate design system.
Develop sketches, flowcharts, wireframes, mockups, and prototypes for functionalities tailored to distinct user groups, and present the proposed solutions.
- **2011 - 2014**
Founder & VP Creative
Be.Creative Lab, Innovative Toys Technologies
Developer of the unique concept of the next generation building blocks playing experience (and the registration of number of patents in product development).Co-developer of the Be. Creative Software used to create and configure models with the unique Be. Modulator & Beyond your dreams Mobile application that extends the virtual game experience.
- **2009 - 2010**
VP Creative
BZ. A Cross Platform Brand Play Experience
Partner of the establishment team constructing an innovative media project for children, combining and linking different platforms: Internet, TV, mobile and electronic toys: Co-developer of the story line, the brand development, the characters' design as well as the game's environment and interfaces.
- **2005 - 2009**
Creative Director
Unisfair Virtual Event Solutions
Head of the Creative Department at Unisfair, which is a world leader of business's events and virtual worlds and is supported by leading funds: NVP and SEQUOIA CAP.
- **1999 - 2004**
Creative Director
YCD Multimedia
Head the company's domain of software and user interfaces design. Design and creation of digital media solutions systems.

EDUCATION

- **1996 - 1998**
Bachelor's Degree
Art Department, Rietveld Academy, Amsterdam, Netherlands.
- **1995 - 1996**
Bachelor's Degree
Art Department,Royal Netherlands Academy of Arts and Sciences at Utrecht.