Sara Fogel - Frohwein

Israel

058-767-6796
saraishere19@gmail.com
www.sarafogel.com

Senior Product Designer

Over 10 years of UX Design experience producing engaging, functional, and beautiful design solutions using human centered design principles.

With a proven track record in commerce, AI-driven technologies, and mobile user experiences. Collaborative team player passionate about solving challenges and driving impact through design.

Professional Experience

UX Designer, Google

2024 - Present - Tel Aviv

- Part of a dynamic team designing consumer-facing solutions powered by large language models (LLMs).
- Collaborating with engineers, PMs, and researchers to deliver iterative, user-centered B2B design solutions.

Senior Product & App Designer, TorahAnytime

2021 - 2024 - New York, United States · Remote

- Led end-to-end design processes for React Native mobile apps.
- Partnered with engineering on the builds and data collection.
- Designed app dashboards and backend uploading systems.
- Directed the UX team to ensure best practices in usability testing and design system management.

Product Designer, Resident

2018 - 2021 - Tel Aviv Area, Israel

- Worked as the lead designer on projects collaborating closely with developers, PM's and steak-holders within weekly sprint cycles.
- Designed the company's internal Operations System and features based on UX best practices, business objectives, user feedback, and web analytics.
- Set the visual design standards for the internal Design System.

UX/UI Designer, OpenDor Media

2015 - 2018 - Jerusalem

- Designed e-learning platforms with focus on usability and accessibility.
- Built prototypes and conducted user research to validate product solutions.

- Introduced and enforced UX best practices in cross-functional project workflows.

Creative Graphic and Web Designer, Altria

2011 – 2015 - Israel

- Enhanced product UI and visual designs, optimizing for higher conversion rates.
- Conceptualized marketing strategies across digital platforms.

Education

Siyur Mochot, Mentor College - 2010 - 2012
Creative Marketing Strategies & Online Advertising
Advanced Web & UX Design

Bnot Elisheva Seminary - 2007 - 2010
Visual Communication Design
Engineering Degree from Mahat - Ministry of Technology

Skills & Disciplines

Design Tools: Figma, Sketch, Adobe Suite, Webflow.

User-Centered Design: Prototyping, usability testing, wireframing, and hypothesis-driven design.

Technologies: HTML/CSS, CMS (WordPress, Magento, Unbounce).

Collaboration: Agile methodologies, cross-functional communication, and advocacy for user needs.

Languages

English, Hebrew

References

Available upon request.