



ALLA IOSHPA

<http://alla-ioshpa.com/>

CONTACT ME



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ADDRESS:
Rubinstein 33, Tel Aviv

EDUCATION

2021 - PRESENT
COURSE UX
Technion

2020- 2021
COURSES UX
Interaction Design Foundation

2019- 2020
COURSE UI/UX
Shenkar College of Engineering and Design

1991 - 1996
B.SC
TEXTILE TECHNOLOGY
Moscow state textile university

EXPERTISE

- WEB DESIGN
- UI/UX
- CODE
- GRAPHIC DESIGN
- FASHION

PROFESSIONAL PROFILE

High technical ability and passion for creating usable digital products. Ten years of experience as a product manager, Including e-commerce (B2B and B2C). Ability to manage several complex projects at once, with order, organization, and responsibility. I moved to the UX field from a product management and engineering background. I hope I have a lot to give from my experience.

WORK EXPERIENCE

SLK | Tel-Aviv

2020 - 2021 Web designer and content manager

- Designing and uploading banners, images, and logos for web-sites and applications, designing landing pages,
- Management of new and existing products.
- QC and troubleshooting with developers.

Gurtex 85 ltd | Tel-Aviv

2015 - 2021 Product manager

- Project management in e-commerce:
 - * Establishing the B2C and B2B products from scratch into a ready-made website - planning the website pages and writing content and product description, designing banners, invoices, and landing pages, barcodes and price management, and photo day management.
 - * Establishing a store on Amazon (taking photos and preparing photos of products, designing product pages, writing content, handling barcodes, and logistics).

2013 - 2015 Production coordinator and designer

- Coordination between design departments and production suppliers, intensive communication with factories and production suppliers, a n d control of all production processes.

SOCIAL MEDIA



FACEBOOK:
ALLA IOSHPA



WEBSITE:
<http://alla-ioshpa.com/>



LINKEDIN:
<https://www.linkedin.com/in/alla-ioshpa-8a622469/>

SKILLS

Figma, Axure

Prototyping

User testing

User research

Persona creation

HTML, CSS

InDesign

Excel

LANGUAGE

- **RUSSIAN** (native language)
- **ENGLISH**
- **HEBREW**

INTERESTS



WORK EXPERIENCE

(CONTINUED)

Gurtex 85 Ltd. (continued)

- Planning schedules and writing technical specifications.
- Management of a barcode system of all products in the company.
- Design the company's product catalog for printing, photography day management, and organization of an exhibition.

2010 - 2013 Engineer and designer

- Writing a detailed document for production, preparing product portfolios, and creating listings.
- Contact and negotiate with a factory regarding production and development, patronage problems, and ready production testing.
- Management of photography days, organization of an exhibition

Sacks | Tel -Aviv

2008 - 2009 Technical designer

- Creating patterns and sketches for the new collection.

Bazooka | Tel-Aviv

2005 - 2008 Technical designer

- Creating patterns and sketches for the new collection.

REFERENCES



KATYA MALKIN

Fashion designer, owner of the shop "Emma's Story" on Etsy,
+972528374394



SHUKI GUR

Owner of Gurtex 85 ltd
+972526952639



RAVIT DAHAN IZHAKI

Graphic designer, owner of Guava design studio
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