Vivian Berko

+972 52 457 2868 | vivi.chanin@gmail.com | www.vivichanin.com

SKILLS

Life

UX Research & Strategy, User Journeys & Flows, Wireframing & Prototyping, Usability Testing, Design Systems, Interaction & Motion Design, Data-Driven Design, Cross-Functional Collaboration, Mentoring, Lecturer

Fluent Portuguese, Hebrew, English.

Programs

Figma, Adobe Creative Cloud, Fullstory, Hotjar, Mixpanel, AI tools (GPT, Nanobanana)

EDUCATION

Bachelor degree in graphic design with an emphasis on communication and marketing
ESPM, Brazil
2006 - 2010
Total grade of 90.2

AWARDS

First place in the design category in the ESPM third annual awards competition
ESPM, Brazil
Oct, 2008

EXPERIENCE

EverAfter

PRODUCT DESIGN LEAD   Jan 2020 - Present

Owned and led end-to-end product design for a B2B SaaS platform, from first concept to scale. Conducted user research with prospects and design partners, translating insights into product direction and shipped solutions. Led UX, UI, interaction, and motion design; ran usability testing and analyzed Fullstory recordings to drive iteration and adoption. Integrated AI into design workflows to accelerate prototyping and decision-making. Worked closely with Product, Engineering, and Customer Success.

Enabley (formerly Time To Know)

SENIOR PRODUCT DESIGNER   May 2019 - Dec 2020

Led UX and visual design for a digital learning platform. Drove research, interviews, wireframing, prototyping, usability testing, and data analysis. Played a key role in redesigning the Unified Content Editor, transforming fragmented authoring tools into a single, scalable experience. Collaborated cross-functionally with Product, Marketing, Support, and Engineering.

Behalf

SENIOR PRODUCT DESIGNER   Apr 2017 - May 2019

Designed end-to-end experiences for a B2B fintech platform serving SMBs. Led discovery, UX/UI design, and usability testing across onboarding and payment flows. Contributed to the Embedded App, enabling compliant, self-serve customer onboarding and payments. Worked closely with Product, Compliance, Legal, and Engineering.

Hewlett Packard Enterprise - Service Anywhere

UX/UI DESIGNER   Nov 2015 - Jan 2017

Designed enterprise web and mobile experiences, translating complex IT workflows into intuitive interfaces. Created user flows, wireframes, prototypes, and UI designs; supported usability testing and iteration. Served as a UI subject-matter expert and mentored junior designers. Working with product managers, functional architects, and developers.

UI Human Factors LTD.

SENIOR UI DESIGNER   Nov 2014 - Nov 2015

Designed enterprise UI solutions for clients including HP, ForeScout, and NICE. Created visual concepts from scratch and acted as a UI authority within the design team.

UI Human Factors LTD.

UI DESIGNER   Apr 2011 - Nov 2014

Designed web, desktop, and mobile interfaces for clients such as Intel, SAP, and Dell.