DANIELA HENIG

Product Designer

Experience

User Experience and Site Growth Manager / 2022-Present

Daniella Lehavi, fashion e-commerce

- Overseeing user experience on both online stores by creating aesthetic and creative solutions that ultimately improve customer retention and conversion.
- Partnering with Customer Support and Marketing departments to create a seamless funnel and a cross-platform cohesive experience.
- Collaborating with developers and customer success managers of third-party applications like Yotpo, Loox, and Glassix to implement new site features while aligning with business goals and aesthetics.

Studio Manager / 2018-2020

GINLEE Studio, fashion e-commerce

- Managing the online store catalog including product setup, website usability enhancements, and photo editing.
- Conducting inventory and sales data analysis while coordinating with B2B sellers and international offices.

Volunteer

UX/UI Designer / 2022-2023

MAX Impact Israel - Volunteer for the project "Datareef"

Collaborated with Max Impact and the "Sharks in Israel" association to design a complex system supporting shark and ray preservation along the Israeli coast, covering all phases from research to final UI design.

Media Coordinator / 2021-2023

She codes;

Creating and designing graphic content for social media regarding the branch's activities.

Education

Bezalel Academy of Art and Design / 2014-2018

Bachelor's degree in Design, specializing in Fashion

Codesigner / 2020-2021

UX/UI studies and Figma

She codes; / 2021

Basic Web course including CSS, HTML

Contact

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✉ danielahenig@gmail.com

in danielahenig

Portfolio

🌐 danielahenig.com

Tools

- Figma
- Illustrator
- Photoshop
- Canva
- Notion
- Miro
- Clarity
- Shopify
- Monday
- GA4
- Wix editor
- Chat GPT
- Klaviyo
- Basic CSS

Certificates

LinkedIn Learning / 2025

- Google Analytics 4 (GA4) Essential Training

Uxcel / 2024

- Color Psychology
- Design Terminology
- UX Design Patterns with Checklist Design

Udemy / 2023

- Graphic Design Theory - Color & Contrast
- Graphic Design Theory - Psychology of Design
- Graphic Design Theory - Typography
- UX Fundamentals: Practical Usability for Product Design

Languages

Hebrew / Native

English / Fluent