

Education:

General Assembly UX Design Bootcamp Graduate

New York, NY
2025

Completed 500+ hours of intensive, immersive training at a top bootcamp in the U.S., applying full UX design cycles across web and mobile:

- Designed and iterated interactive prototypes using Figma, incorporating visual design principles, rapid prototyping and generative AI.
- Generated user flows, sitemaps, and wireframes for multiple projects, creating intuitive, user-centered information architectures.
- Developed a redesign for Shaker Network's community management SaaS platform that was implemented in its public-facing interface.

UX Design Skills: User Research, Usability Testing, Affinity Mapping, Personas, Information Architecture/Site Mapping, Journey Mapping, User Flows, UI Sketching, Wireframing, UX Writing, Rapid Prototyping + Iterating, Color Theory, Accessible/Responsive Design.

Software Skills: Figma (+ Figjam & Figma Slides), Adobe Design Suite, Google Suite, Canva, Notion, WIX Studio, Framer, Wordpress.

Parsons School of Design BS, Urban Design Honors & Dean's List Graduate

New York, NY
2013 - 2016

Engaged in strategic urban design projects, creatively addressing city challenges and community needs:

- Conducted data-driven community analyses, visualizing demographics, and urban dynamics to inform design proposals.
- Applied community engagement and participatory design methods to plan, prototype, and test strategies that enhanced public interaction.
- Designed small-scale/socially-engaged interventions, including wayfinding programs, public artwork, and interactive urban hubs.

Professional Experience:

Social Media Consultant The Tel Aviv Foundation

Tel Aviv, Israel
Fall 2025 - present
(part time/contract)

Manages and grows the Foundation's LinkedIn presence for its CEO, curating content on urban innovation and wellbeing while leveraging background in urban design and PR:

- Strengthens industry connections, and grew audience engagement by 3x to date through targeted storytelling.
- Applies PR and marketing methods to craft posts and case studies informed by audience insights and platform analytics.
- Manages campaign calendar aligned with Foundation milestones, initiatives, and events for its CEO, along with LinkedIn Navigator.

UX Takeaways: Content Strategy, Brand Consistency, Client Interaction

Account Executive Xhibition International PR

New York, NY / Tel Aviv, Israel
2023 - 2025

Managed PR and communications strategy for high-profile international design, architecture, and luxury travel/hospitality clients:

- Produced targeted pitches, press releases, and digital content, applying user-focused messaging to maximize engagement and visibility.
- Coordinated press events, client activations and photoshoots, ensuring smooth collaboration and execution.
- Planned and attended press trips with top-tier journalists, as well as mentored junior team members.

UX Takeaways: Project Management, Communications, Digital Storytelling

Marketing Associate Fogarty Finger Architecture

New York, NY
2022 - 2023

Supported firm-wide marketing and branding initiatives to enhance the top-rated firm's profile within the NYC design landscape:

- Collaborated with the Marketing Director and cross-functional teams to develop a cohesive strategy for firm positioning.
- Managed proposal presentations, project bids and events, ensuring accuracy, consistency, and alignment with business goals.
- Coordinated architectural and interior photoshoots, created compelling marketing, press assets and social media content.

UX Takeaways: Business Development, Visual Storytelling/Layout, Content Strategy

Copy Editor The Grand Tourist Podcast

New York, NY
2022

Edited 30+ full-length podcast transcripts, refining language for clarity, readability, and audience engagement:

- Applied principles of user-centered communication, adapting tone, structure, and style to enhance the diverse listener/reader experience.
- Collaborated with content creators to maintain consistency and accuracy across digital platforms, strengthening overall brand voice.

UX Takeaways: UX Writing, Communication, Accessibility

Account Executive DADA Goldberg

New York, NY
2019 - 2021

Managed PR and digital strategy for high-profile architecture, design, and real estate clients, and adapting campaigns during COVID-19:

- Oversaw content and strategy for multiple client accounts, leveraging insights into audience engagement and trends to inform campaigns.
- Developed a deep understanding of design and lifestyle branding, applying knowledge to craft compelling, user-focused experiences.
- Cultivated relationships with top-tier clients in the NYC design field, consistently delivering solutions aligned with business goals.

UX Takeaways: User-Centered Communication, Digital Storytelling, Project Management

Editorial Assistant Dezeen

New York, NY
2019

Pitched, researched, wrote and published architecture and design stories for an international audience:

- Conducted in-depth interviews with architects, designers and wrote articles for one of the top design industry publications.
- Collaborated with editors and designers to ensure clarity, consistency, and user-centered storytelling.

UX Takeaways: Qualitative User Research, Active Listening & Empathy, Interviewing, Storytelling

Tour Guide & Founder Tours By David

New York, NY
2018 - 2025

Founded and operated a niche walking-tour business covering New York City's architecture and urban design:

- Managed all aspects of business strategy, from pricing and positioning to communications and on-site experience delivery.
- Designed and tested tour routes across multiple neighborhoods, iterating based on user feedback and behavioral insights.
- Developed social media presence, growing visibility through partnerships; including a collaborative video series reaching 2M+ views.

UX Takeaways: Experience Strategy, Storytelling, Audience Engagement