

Alexey Kletsel

Cell: [054-5277575](tel:054-5277575)

Location: Holon, Israel

E-mail: alexey@kletsel.com

Portfolio: kletsel.com/portfolio

SKILLS

- Wide experience in design of complex B2B and B2B2C mobile/desktop apps
- UX/UI, information architecture, design systems, SaaS, and data-heavy product design, icons design, HTML animation, corporate/product identity.
- Specializing in actively developing products, startups on the technological frontier, products should gain more market share.
- Design systems ready for MCP servers and vibe coding, wide experience working with developers.
- Proficient in leveraging AI tools to enhance design processes: research, design assistance, and Lovable, Bolt, Cursor, and MCP server-friendly clean and clear layouts.
- Advantage of over 20 years of continuous professional development.
- Design simple solutions to complex problems.
- Strong eye for detail, accent on hierarchy.
- Design solutions oriented towards marketing goals.
- Always meet deadlines.

EXPERIENCE

SENIOR PRODUCT DESIGNER

Xperience, Beer-Sheba, Israel

2018–present

Designing UX/UI for complex mobile and desktop web applications:

- Market and user research.
- Interactive wireframe design.
- High-fidelity interactive prototype design.
- Design system creation and management.
- HTML animation.
- Icons design. Libraries of hundreds of icons sharing the same style.

PRODUCT AND BRAND IDENTITY DESIGNER

Self employed, Holon, Israel

2003–present

- Complex mobile/desktop/web apps UX/UI design.
- Interactive wireframes and high-fidelity prototypes.
- Design systems creation and management.
- Icons design: UI icons, app icons for iOS/Android.
- HTML animation.
- Digital publishing for tablets and mobile.
- Corporate/product identity.

A lecturer at Holon Institute of Technology, Visual Communication and Industrial Design faculties and at Sela College.

PRODUCT DESIGNER*Abox Ltd., Tel-Aviv, Israel**2004–2007*

Designed UX and UI of a multi-functional online music store and complex web products in storage management, cellular and other fields. Responsibility included corporate identity, icon design, tight work with developing team.

GRAPHIC DESIGNER*Studio Diana Churges, Tel-Aviv, Israel**2000-2004*

Company/product identity design, complex print projects, interactive PDF publications, software icons design.

UX/UI DESIGNER*Studio Moroz, Tel-Aviv, Israel**1999–2000*

Websites UX/UI and icons design.

UI DESIGNER*Elonet Network Systems, Ramat-Gan, Israel**1997*

Websites UI design.

EDUCATION**FACULTY OF ARTS, NIZHNEVARTOVSK STATE PEDAGOGIC UNIVERSITY***Nizhnevartovsk, Russia — B.Ed, 1995***SOFTWARE**

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Tumult Hype Pro.

LANGUAGES

Hebrew: *fluent*.

English: *advanced*.

Russian: *mother tongue*.