

Alexey Kletsel

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Location: Holon, Israel

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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.
- Detailed and clear design systems, wide experience working with developers.
- Proficient in leveraging AI tools to enhance design processes. Builder.io, Cursor, Bolt (etc.) and MCP servers-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*.