



MICHAL BARON

UI/UX AND PRODUCT DESIGNER

baronmichal98@gmail.com

+972 54 3409199

Portfolio link

AI DESIGN TECHNOLOGIES

Midjourney, DALL.E, ChatGPT,
Runway ML, RunDiffusion

DESIGN TECHNOLOGIES

Photoshop, Illustrator, XD, Figma,
After Effects, Premiere and InDesign

WEB DESIGN TECHNOLOGIES

WIX and WIX Studio, WordPress

PROGRAMMING

HTML, CSS

Profile

UI/UX and Product Designer with experience designing digital products in the sports and entertainment sector, including self-service kiosks, membership platforms, and customer-facing web products. Strong product thinking, user-centered approach, and hands-on experience translating business goals into intuitive, scalable design solutions. Experienced working in Israel and the UK.

Experience

Triple Jump Technologies

UI/UX & Digital Designer

2024 - Present

- Designed end-to-end UI/UX for digital products in the sports sector, including self-service kiosks, membership portals, and customer-facing web platforms for stadiums and football clubs.
- Led product-driven design processes: defined user journeys, information architecture, and PRDs based on business and user needs.
- Produced high-fidelity Figma designs, interactive prototypes, and reusable UI components for development handoff.
- Collaborated closely with product managers, developers, and stakeholders throughout the product lifecycle.
- Utilized AI-assisted research and ideation tools to expand UX exploration beyond initial briefs.
- Created supporting visual and marketing assets aligned with product and brand goals.

Education

Minshar School of Art, Tel Aviv

B.Des in Visual Communication

2020 – 2024

Focus on UI/UX, digital design, branding, and interactive media.

Graduation project: Design project raising awareness for women in football (link).

The Open University of Israel

B.A. in Humanities & Arts

2020 – 2024

Studies focused on communication, arts, and cinema.

ICS, Tel Aviv

UI/UX & Digital Product Program

2025 – 2026

Hands-on training in UI/UX, product thinking, web development, and digital marketing.

Military Service

Sergeant, Israel Navy, IDF

Base security, command and control center operations team member.