

PAULA SZARFMAN

Product Designer. Aspiring to blend Tech & Design.

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EDUCATION

- Bachelor of Design (B.Design), Cum Laude, HIT Holon Institute of Technology (2019-2023)
- Advanced Product Design UX/UI Course, Netcraft Academy (Jan 2024 – Dec 2024)
- Student Exchange, BAU Design College of Barcelona (2021-2022)

WORK EXPERIENCE

CX Ops Specialist, Tailor Brands (Apr, 2024 - Present)

- Supervise global customer operations.
- Collaborate with Tech, Product, Legal and Content to improve processes and solve issues.
- Contribute to the launch of new products and services.
- Identify potential future issues and implement preventive solutions.
- Monitor KPIs and drive continuous improvements.
- Assist on the onboarding and training of new team members.

Skills gained: Time management, communication, data analysis, prioritization, process optimization, leadership, global product vision, cross-functional collaboration.

Customer Support Agent, Bookaway (Mar, 2022 – Mar, 2024)

- Manage customer inquiries across multiple communication channels.
- Achieve exceptional CSAT and KPIs.
- Update user-facing content to ensure alignment with company objectives.
- Contribute ideas and solutions to global team to improve processes.
- Assist on the onboarding and training of new team members.

Skills gained: Decision making, problem solving, communication, knowledge management.

Customer Care Associate, Payoneer (Apr, 2019 - Dec, 2019)

- Communicate with customers from diverse backgrounds.
- Demonstrate composure and professionalism under pressure.
- Address complex complaints effectively.

Skills gained: De-escalation, empathy, assertiveness, adaptability, fast learning.

INTERNSHIPS

- 3D Designer, Tamooz Marketing Communication (2023)
- Interior Designer, Levi Chamizer Architects (2022)

PROFESSIONAL SKILLS

- UI/UX Design, Operations, Customer Experience and Customer Support in both hi-tech companies and design environments.
- Softwares: Figma, Adobe Creative Cloud, Elementor, Tableau, Trello, Microsoft Office.

MILITARY SERVICE

Sar-El Instructor, IDF (Mar 2016 - Mar 2018)

- Trained and supervised international volunteer groups, promoting cross-cultural exchange.
- Coordinated logistics, educational activities and hands-on training in military logistics.

LANGUAGES

Spanish: Native | English and Hebrew: Full professional proficiency