


Bezaleel Balan

PRODUCT DESIGNER

 Los Angeles, CA

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 bezbalan.com

TOOLS

Figma
Sketch
Adobe XD
Illustrator
Photoshop
Indesign
After Effects
SketchUp
AutoCAD
Procreate

SKILLS

User Flows
E2E Journeys
Prototyping
Storyboarding
A/B Testing
Data-driven Design
Creativity
Collaboration
Illustration

EXPERIENCE

CARVANA Product Designer, Los Angeles, CA **2021 - PRESENT**

- Craft effective design solutions that drive increased conversions across multiple communication channels and produce concise and engaging design work in collaboration with other Designers, Visual Designers, and UX Writers to achieve project objectives in a dynamic work environment.
- Collaborate with Product Management, Analytics, Engineering, and Legal teams to develop technical solutions that cater to our customers' needs.
- Leverage data analysis to inform the design of testable hypotheses and A/B testing plans that optimize key performance indicators (KPIs) for the business.

SWOOOP Product Designer, Los Angeles, CA **2020 - 2022**

- Lead the design from inception to MVP of a centralized platform to support and empower small businesses within communities.
- Produce research and development of journey flows, user personas, user interviews, wireframes, and prototyping.

GENSLER Designer, Los Angeles, CA **2018 - 2021**

- Design and execute a range of research methods and iterative processes to craft holistic user-centered solutions of retail spaces, museums, and exhibitions; some including digital design integrations.
- Lead the design of a 2020 Contract Design Magazine Award-winning market transformation project, known as Lupita's Corner Market in Los Angeles. Published in BuzzFeed Tasty, LA Times, and various news stations.

LUPITA'S CORNER Product Designer, Los Angeles, CA **2018 - 2019**

- Lead the design and execution of a mobile and desktop website to drive business engagement and conversion.
- Collaborate cross-functionally with Product Designers and stakeholders to develop visually appealing and intuitive user interfaces to attract current and new customers to the newly renovated and rebranded store.

EDUCATION

UCLA Master of Architecture **2014 - 2017**

Graduated with Distinction, **GPA 3.9**

UNIV OF SAN FRANCISCO Bachelor of Arts in Architecture **2007-2011**

Graduated Magna Cum Laude, **GPA 3.8**

COLUMBIA UNIVERSITY NY/Paris Architecture Program **2011-2012**

AWARDS & EXHIBITIONS

CONTRACT DESIGN MAGAZINE Design Inspiration Award

Lupita's Corner Market, Lead Designer, Gensler, 2020

IIDA LOS ANGELES Haunt Couture Best Design Award

Designer, Gensler, 2018

ARCHINECT Fortress of Goods Market Design Project

Design Project Feature, Designer, UCLA 2017

BOMBAY BEACH BIENNALE Palm Tree & The Big Fish

Art Installations, Designer, 2017 & 2018