

David Braha

Digital Product Designer

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Native English Speaker; Mid-level Hebrew

Education:

General Assembly UX/UI Design Bootcamp

New York, NY
2025

- Completed intensive, project-based training applying UX/Product Design processes.
- Designed end-to-end UX design projects across Mobile, E-Commerce, and SaaS.
- Presented and defended design concepts in collaborative, deadline-driven environments.

Tools: Figma, Claude, Claude Code, Adobe Creative Suite, Notion, Canva, Framer, Wix

Parsons School of Design BS, Urban Design

Honors & Dean's List
New York, NY
2013 - 2016

- **Studied how people behave across public spaces and city environments to identify real-world challenges and design solutions.**
- Designed small-scale, socially engaged interventions and wayfinding systems to make everyday urban experiences more **intuitive, accessible, and engaging.**
- Conducted demographic research and community engagement methods.

Professional Experience:

Social Media Consultant The Tel Aviv Foundation

Tel Aviv, Israel
Winter 2025/26 (contract)

- Managed and grew the Foundation's LinkedIn presence for its CEO.
- Increased audience engagement 3x through **targeted storytelling.**
- **Ghostwrote and edited executive communications**, developing a distinct tone of voice across posts, case studies, and thought-leadership content.

Account Executive Xhibition International PR DADA Goldberg PR

New York, NY / Tel Aviv, Israel
2023-2025

- Managed communications strategies for high-profile, international clients.
- Created **audience-focused narratives** across press releases, and editorial content.
- Designed pitch decks, brand narratives and lookbooks; Managed lifecycle of photoshoots.

Tour Guide & Founder Tours By David

New York, NY
2018 - 2025

- *Founded and operated a walking-tour business focused on New York City architecture.*
- **Designed, tested, and iterated** tour routes across multiple neighborhoods using *participant feedback and observed behavior to improve the experience.*
- *Translated complex concepts into engaging, accessible narratives for different audiences.*

Copy Editor The Grand Tourist Podcast

New York, NY
2022

- Transformed 30+ full-length raw podcast episode transcripts into polished, **publication-ready website copy**, editing for clarity, structure, and readability.

Editorial Assistant Dezeen

New York, NY
2019

- **Wrote and published** architecture and design stories for an international audience.
- Conducted in-depth interviews with subjects, **translating complex ideas into clear, engaging stories** tailored to the publication's editorial style and writing guidelines.
- Collaborated closely with editors to shape content and incorporate feedback.