



# MAYA KETTER

+972-54-4428898

kettermaya@gmail.com

Maya Ketter

mayaketter.com

## • EDUCATION •

### Netcraft Academy

User Experience & Interface (UX/UI)

2021-2023

### The Open University

MBA, cum laude

2019

### The Open University

BA in Management, cum laude

2015

## • LANGUAGE PROFICIENCY •

Hebrew | Native/Mother tongue

English | Fluent

## • EXPERIENCE •

### Website Design & Management

Self-Employed

2008-Present

- Design, develop and manage websites and digital products for e-commerce and content-based platforms.
- Lead UX/UI improvements that enhance user engagement and usability.
- Expert in WordPress, Elementor, Wix & Figma.

### Financial Economist

Bar-Ilan University

2023-Present

- Manage and optimize the university's investment operations and systems.
- Coordinate with banking institutions on operational and financial matters.
- Prepare monthly reports and executive presentations for the Investment Committee and senior management, supporting data-driven decision-making.

### Head of Middle Office

Phoenix Investment House (Excellence)

2015-2023

- Operated the institutional desk in Israel and abroad, managing operational interfaces with traders, investment managers, and institutional clients.
- Maintained high standards in large-account management, emphasizing customer service and team operations.
- Oversaw collaborations with foreign brokers and clients.
- Recognized as Outstanding Employee (2018).

### Assistant VP Finance

Scailax Corporation Ltd.

2007-2015

- Supported VP Finance and Treasurer in preparing and updating financial reports, translating documents, and coordinating internal audits and board matters.
- Prepared management presentations and assisted in strategic financial planning.

## • FOR THE SOUL •

### Les Mills™ Bodypump Instructor

Holmes Place Israel

2022-Present

- Certified group resistance training instructor, leading high-energy Bodypump classes.
- Inspire and guide participants on transformative fitness journeys, fostering confidence, social connection, and personal growth.

## • MILITARY SERVICE •

### 2024-Present | Help Fund, Iron Swords

Contribute UX/UI expertise and content management to military digital projects.

### 2004-2006 | Ministry of Defense

Assisted in operational and administrative tasks for technological infrastructure projects, Development of Weapons & Technological Infrastructure ("Mafat").