Shir Brami

UI/UX Designer

🌐 **shirbramidesign.com**

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shirbramidesign

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Skills

Technical

- Figma
- Illustrator
- Photoshop
- Basic understanding: HTML, CSS, React,
- **AI-** Builder.io, Vercel, Lovable, Creatie.AI, Visily, ChatGPT & more.

Design

- Wireframes
- Prototype
- Persona
- Empathy map
- Journey mapping
- Information architecture
- Responsive design
- User Interviews
- User Flows
- Hotjar

Languages

- **English -** Full professional proficiency
- **Hebrew -** Native

Summary

UI/UX designer with 3.5 years experience crafting SaaS platforms, web apps, and mobile products for B2B/B2C clients. Skilled at leading design processes end-to-end: from UX research and wireframing to polished UI and developer handoff. Passionate about designing user-centered solutions that scale.

Experience

2021-Today   **TheGuy: UI/UX Designer**

- Full ownership of end-to-end product design (Web & Mobile SaaS) for diverse data intensive B2B/B2C products, encompassing research, UX strategy, and high-fidelity UI delivery.
- Lead comprehensive user research including in-depth interviews , journey mapping , task analysis and persona definition to simplify complex flows.
- Utilize AI-based tools to streamline wireframes, UX documentation, qualitative analysis, image generation, and UI design.
- Create design system for the final product.
- Collaborate closely with R&D and project managers to deliver impactful features for clients such as Tempo, Elbit, and Joint Israel.
- Improve cross-functional collaboration by integrating developers early in the research and UX definition phases, reducing post-design clarification requests by over **75%** — from every two days to roughly once a month.

Education & Professional Development

2024   **Technion: UX Research Course**

- Covered qualitative and quantitative research, competitor analysis, statistics, and A/B testing

2022   **IxDF- Design School : Journey Mapping Course**

2022   **IxDF: Mobile User Experience (UX) Design Course**

2022   **IxDF: UI Design Patterns for Successful Software Course**

2022   **IxDF: Psychology of Interaction Design Course**

2021   **HackerU: Graphic Design UI/UX Course**

2020   **Future Learn Digital Skills: User Experience course**