

Sari Shapira

UX UI Designer

Contact

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- 🌐 [My portfolio](#)
- in [Linkedin](#)

Tools

- Figma
- Ai Tools
- Adobe
- Office & Google suit

Skills

- User reaserch
- Wireframing & prototyping
- User journey mapping
- Market analysis
- Graphic design
- Illustration

Education

- Present
UX Research
Technion
- 2022 - 2023
UX UI
Codesigner
- 2020 - 2022
Concept Design
IAC
- 2018 - 2019
Media Design
Shenkar Handesaim

Languages

- Hebrew - Native
- English - Fluent

Personal Achievements

- Hackathon “Michutz La’Frame” By Hilel - First Place
- UX UI
 - Branding
 - Project management

About Me

I'm a UX UI Designer, I have strong communication skills and I LOVE working with people. I'm motivated by challenges, and exploring and researching is my cup of tea. I'm a creative thinker with a sharp eye for detail and problem-solving abilities. I am dedicated to creating impactful and user-friendly designs.

Experience

- January 2024 - Present
UX UI Designer (Volunteer)
Max Impact - Hertzelia Loves Animals
 - Conducting user research, which involves writing surveys, questionnaires, and conducting user interviews
 - Identifying the problem, core needs and pains of the target audience
 - Crafting user flows
 - Collaborating closely with product manager to identify problems and brainstorm potential solutions
 - Developing presentations to summarize research insights, findings, and key takeaways
- July 2023 - October 2023
UX UI Designer (freelance)
GenieLabs
 - Responsible for designing a SaaS admin tool including: planning, UX, UI and conceptual model through user-center design principles
 - worked closely with the product and development team to ensure seamless integration of design concepts
 - Created wireframes, mockups and prototype to visualize and communicate design concepts effectively
 - Conducted user feedback interview to gather insights for iterative design improvements
 - participated in brainstorm process with the management and product team to come up with concepts and features
 - Established UI guidelines and basic design system
- 2021 - Present
Digital Marketing and Administration
IAC - Israeli Animation College
 - Writing content, defining target audiences and personas
 - Designing leaflets
 - Maintaining social media presence
 - Constant communication with the students and follow-ups
- 2020 - 2021
Study Consultant
IAC - Israeli Animation College
 - Worked alongside customers, assisted and advised them of the college's studies programs, helped them find the correct solution according to their needs
 - Worked with an inside CRM software