



Shira Ovitz
Product Designer UX UI

[/https://shiraovitz.com](https://shiraovitz.com)



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About Me

Hello, I'm Shira, a product designer with experience in creating efficient and advanced user experiences. I specialize in defining complex systems through user research and data analysis, developing innovative solutions, and combining technological and creative thinking with high professional design capabilities. I provide professional and personalized services to both companies and private clients, always striving to achieve the best results. I emphasize quick work and adherence to timelines, understanding that the path to the perfect product involves a strategy and concept tailored to the needs of the customer.

I would be delighted to work with you. Feel free to reach out to me.

Experience

- 2023 - 2024** UI UX For a startup: designing and conceptualizing the "Tuv Plus" digital wallet application. User experience analysis: Creating a prototype of an intuitive and efficient system (minimal actions to perform tasks). Detailed UX design using wireframes. Collaborating closely with developers.
- 2021 - 2023** A teacher and project coordinator in design at high schools, video editor, and graphic designer at "Kol Hashon" company.
- 2017 - 2021** A graphic designer specializing in print production and projects at "Printus" and "Photo Judaica" companies.

Education

- 2023** UX UI Studying an advanced course in Figma software, specializing in the design and conceptualization of complex systems.
- 2015 - 2018** Studying UI/UX and graphic design as part of a degree in Media Engineering at the "Ma'alot" College.
- 2017 - 2011** High school studies at "Netivot Hachamah" High School, holding a full matriculation certificate.

Languages

Hebrew - mother tongue
English - spoken

Courses

User experience design and interface design for websites and applications. Proficient in HTML and CSS. Adobe CC package including Illustrator, Photoshop, Premiere, and After Effects. Typography, user experience design. Three-dimensional design using Maya software. Design history, photography, image retouching, album design, video editing, directing and scripting, animation, printing, business English.

"Recommendations will be provided according to demand."