Shir Levi UX/UI Designer

S Portfolio | in LinkedIn | ✉ shirlevi1217@gmail.com | 📱 052-7093238

Following my Graphic design and UX/UI studies, I wanted to combine my passions for creativity and the human mind. Interested in understanding the psychological and pshyiological processes occuring in individuals while they use a product, I began studying towards a psychology degree, specializing in UX. My dual educational background in addition to my experience working as a designer have helped broaden my perspective in a unique manner. Moreover, I advocate for collaboration, teamwork, and feedback. I constantly strive to improve myself and the others around me and am always up for any challenge.

Experience

UX/UI Designer · Shuffle · 2024
- Sole designer at a digital marketing agency for artists in Israel and worldwide.
- End-to-end product design including research, wireframes, prototypes, and usability testing.
- Working on applications for well-known artists and websites aimed at promotion and sales.
- Design handoff and creative assistance in the development process.

Graphic Designer · Academic College of Tel Aviv-Yaffo Student Union · 2022-2023
- Pioneering of the design role, undertaking the establishment of the visual design responsibilities.
- Creation of social media posts and development of branding strategies for campus events.

Graphic Designer · Spark Media Studios · 2021-2022
- Branding for businesses of all sizes
- Specializing in social media posts, stories, banners, advertisements, and print projects.
- Working within a team of designers, writers, and programmers.
- Creation of comprehensive branding solutions from scratch including logos, templates, and brand identity.
- Creative support in the design of websites and products for customers.

Education

B.A in Psychology & UX · The Academic College of Tel Aviv-Yaffo · GPA 94 · 2022-2025
- **UX:** Complex Systems, Figma, Advanced UX Research, Microcopy.
- **Psychology:** Quantitative and Qualitative Research Methods, Statistics, Developmental, Cognitive, and Learning Psychology.

Visual Communication · The Open University · GPA 94 · 2020-2022
Adobe Suite, Design Theory, Typography, Branding, WordPress, After Effects, XD, UX Research, and UI Design

Skills & Tools

Prototyping Figma · XD
Adobe Suite Illustrator · Photoshop · InDesign · After Effects
UX Research Usability Testing · Interviews · A/B Testing · Card Sorting · Google Analytics
Development Platforms Wix · WordPress & Elementor · Framer

English Fluent
Hebrew Mother tongue