



# Orel Shmueli

## Product Designer

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Israel, Rosh HaAyin

### Socials

LinkedIn  
[Orel-shmueli](#)

### Tools

Figma

Premiere

Xd

Photoshop

After Effects

## Experience

- 2021 - Current  
 Product designer  
**Authomize**
- 2020 - 2021  
 Product designer  
**JTP**
- 2019 - 2020  
 Product designer  
**Osem**
- 2015 - 2016  
 Video editor  
**22 news channel**

As the sole product designer I've had the opportunity to take on a wide range of responsibilities and make a significant impact on the product. I've built and maintained a design system, collaborated closely with developers and product managers and conducted usability tests with customers.

I've worked on a wide range of learning kits, created visually appealing and effective learning kit design, that was aligned with the company's design guidelines

My key responsibility was designing the company's internal system for employees, which required effective communication with the users and a deep understanding of end-user needs. I've gained valuable experience in the field of product design and further developed my communication and collaboration skills.

As a video editor and photographer at 22 News, my role involves creating high-quality video content for the news station app. This includes tasks such as organizing and sorting raw footage, assembling sequences, and adding graphics and special effects. My strong attention to detail and ability to work under tight deadlines make me an asset to the team.

## Education

- 2016 - 2019  
 Bachelor's degree  
**Tel Aviv University**
- 2019 - 2020  
 Master's degree  
**Tel Aviv University**

I studied Digital Media and learned a range of courses including graphic design, storytelling, and user experience. These studies have given me a strong foundation in design principles and user-centered design methodologies, which are essential for success in the field of product design.

For my master's degree project, I created a documentary about alternative housing. Specifically, I focused on individuals who live in unconventional dwellings such as boats and caravans. Through in-depth interviews and multimedia content, I highlighted the unique experiences and challenges faced by these individuals. I created a website that allowed users to interact with the documentary by clicking on different items in the participants homes, allowing them to learn more about the individuals and their alternative lifestyles.

## Military

- 2011 - 2013  
 Photographer  
**Intelligence Corps**

I had the opportunity to capture a wide range of images including combat exercises, ceremonies, field panoramas, and more. I also used photoshop to improve the quality of the pictures I took. This role allowed me to develop my technical skills as a photographer and gain valuable experience in a high-stress environment.

## Skills

Complex Systems Design      Web Design      Design System      Researching

Wireframing      Prototyping      Testing      Aesthetic Sense      Creative      Analytical

Storytelling Ability      Strong Communication Skills