

Shir Birenbaum

Contact

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Ramat-Gan, IL

Links

website Portfolio >>

TreeLink (more) >>

Education

UX Architect

Diploma
Uxer - By Dr.Ofer Monar 2023

Graphic Design

Diploma With Honors

UX & UI

Diploma With Honors
HackerU collage 2022

Project Management

Diploma
Experts Academy 2022

BA in Fashion Design

1/3 Years of BA
Senkar College of design,
Engeneering &Art 2020

And many online courses

Softwares

UX/UI

Adobe XD
Figma

Graphic design

Adobe Photoshop
Adobe Illustrator
Procreate

Animation & Video

Adobe AfterEffects
Adobe Premiere Pro
Spine 2D Pro

3D

Spline - Beginner

Code Languages

Html+CSS

Beginner

Hello, My name is Shir and I am a product designer.

I am a product designer with 5 years of experience.

I'm a highly motivated, Career driven indeividual looking to learn and grow in the field of user experience. I live and breathe the digital world From a young age - from gaming to graphic programs and am always up-to-date with the latest tech and innovations, which I find fascinating and fun.This makes me highly technology oriented.

My absolute superpower is the combination of my curiosity and extremely fast self-learning abilities, both allow me to always be looking to improve and understand more, which makes me a creative, out-of-the-box thinker and a fast problem solver.

Employment History

Product designer - Lev Hai (MyGenes/BabyGenes/MedyGenes)

Oct 2024 - Today

- Collaborated with cross-functional teams to design product lifecycles, including wireframes, sketches, prototyping, and implementation.
- Developed cohesive branding strategies for new products, seamlessly integrating them with existing offerings.
- Conducted user research through surveys, interviews, and observations to evaluate product effectiveness and impact.
- Wrote comprehensive design and feature documentation for overseas developers, detailing implementation processes.

UX/UI & Graphic Designer - N1 Agency

April 2023 - Today

- Applied user-centered design principles to create engaging interfaces and experience by using research and testing.
- Produced wireframes and interactive prototypes using figma and XD, enabling clear visualization of design concepts and facilitating iterative improvements.
- Ensured brand consistency by creating design systems, maintaining a harmonious user experience while adhering to established branding guidelines.
- Transformed static design elements into captivating motion visuals, seamlessly integrating brand identity elements to maintain consistency.
- Collaborated closely with cross-functional teams, including developers and copywriters, to successfully implement design solutions and achieve project goals.

Brand & UX/UI Designer - The Ryker Bag

March 2020 - Present

- Developed creative design for print materials, banners, logos and signs. (etc.)
- Designed marketing materials to support product branding strategies.
- Worked with research methodologies to define brand identity and strategy.

Graphic & Game Desiner + Illustrator - Specter Tree

November 2020 - December 2021

- Worked in a team focused on improving initiatives, goals and workflow.
- Applied creative expertise to sell and present concepts and ideas.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Successfully prioritized Task requirements and set realistic expectations in regards to development and timeline.

Managing positions in hospitality businesses

August 2014 - 2022

- Increased revenue through innovative promotional concepts & events.
- Reduced labor costs by improving employee schedules and workflows.
- Worked to advance a positive supply chain and powerful logistics networks.

Human Resources - Research Diagnostician, IDF - Army Service

September 2013 - August 2015

- Tracked various statistics, kept detailed records, and analyzed employee characteristics to support human resources department in decision making.
- Conducted and analyzed polls for character analysis, employee satisfaction and productivity both alone and in a team.