Nophar Shalom

nophar.shalom@gmail.com

Linkedin • Website Portfolio

UX/UI DESIGNER

With a unique blend of Cognitive Science (Interactive Design) from UC San Diego and upcoming studies in Connective Media at Cornell Tech, I approach UX/UI design with a deep understanding of user behavior and cutting-edge media. My technical toolkit includes advanced proficiency in Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), alongside experience in Python, HTML, CSS, and basic JavaScript. I'm particularly interested in internships within Interactive Design, Product Design, and Human-Computer Interaction, where I can contribute to creating seamless and engaging digital experiences. Reach out to discuss how my skills align with your team's needs.

EXPERIENCE & PROJECTS

UX/UI Designer – WhereItGoes Kids App   **March 2025 - June 2025**
PlanetFlip & I Love a Clean San Diego

Designed and developed a gamified educational app teaching kids sustainable waste sorting. Led user research with 100+ participants, created interactive personas, and implemented features like voice input, character-based bins, quizzes, and a badge system. Built in Construct3 with Figma assets; improved learning outcomes and engagement through user testing and iteration.

Virtual Experience Designer – Talk to Her VR Visualizer   **March 2025 - June 2025**
Maveric Studio Garage Startup Program

Designed an immersive, single-user virtual world in Unity that visually responds to the song "Talk to Her" by The Marías. Integrated lighting shifts, particle systems, and lyric-timed animations to reflect the emotional arc of the music. Developed terrain, visual storytelling, and environmental effects to explore new modes of music interaction and digital immersion in VR.

Researcher – LLM Semantic Sensitivity Study   **March 2025 - June 2025**
UC San Diego - Independent Project

Conducted a computational linguistics experiment using GPT-2 to test its sensitivity to selectional restriction violations. Measured surprisal values across sentence pairs using Python Transformers to analyze how LLMs respond to semantically plausible vs. implausible objects. Findings suggest that GPT-2 captures subtle semantic cues, offering insight into parallels between language model prediction and human sentence processing.

UX/UI Designer – Got Bottles? Recycling Kiosk   **September 2024 - December 2025**
UC San Diego

Led the design of a self-service recycling kiosk aimed at increasing CRV recycling among students through education, convenience, and incentives. Conducted field research, interviews, and competitive analysis to validate concept viability. Designed interactive Figma prototypes with voice-guided instructions, multiple deposit options, and a reward system. Created a reusable style guide and animated UI elements for deployment-ready visuals.

EDUCATION & CERTIFICATIONS

Jacobs Technion-Cornell Dual MS
Concentration in Connective Media
Cornell Tech • 2025 - Present

B.S. Cognitive Science, Design and Interaction
University of California, San Diego • 2023 - 2025

Certificate of Web Design & Graphic Design
Foothill College • 2020-2022