

SHIR BRICKMAN LEVIT

PRODUCT DESIGNER (UX/UI)

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☎ 050-3377131

WORK EXPERIENCE

Product Designer (UX/UI)

2021-2022 | MindCET

- Led the full UX/UI design process for a new Ed-tech product, from ideation to execution.
- Conducted market and user research, identified user pain points, defined use cases and developed concepts.
- Created user flows, wireframes, UI components and interactive prototypes using Figma.
- Validated design decisions through user testing, then iterated and improved the product based on the insights.
- Collaborated closely with developers, product managers and other designers in an Agile environment.

Digital Media Expert

2020-2021 | McCann Valley

- Led digital marketing campaigns for large scale B2C clients (Quik, Mimun Yashir, The Academic College of Tel Aviv-Yaffo, Kibbutzim College, etc.) with monthly budgets of up to 1M NIS.
- Utilized Google Analytics to gather and analyze data from digital assets and campaigns.
- Conducted A/B testing and optimization across various platforms to improve performance and meet clients' KPIs.
- Conducted competitors & market analysis and created strategic marketing plans, reports, and dashboards for clients.

Conversation Designer

2017-2020 | Virtual Spirits

- Created complex chatbot flows and automations for B2C and B2B clients' websites worldwide.
- Mapped clients' digital assets to identify user needs, build information architecture and define possible use cases.
- Analyzed user data to improve chatbot flow, automations and user experience.
- Designed the chatbot UI based on brand language and created various UI elements.

EDUCATION

User Experience Design

2021-2022 | Certificate

University of Haifa

Instructional Design

2016-2019 | B.A.

HIT - Holon Institute of Technology

SKILLS

- User-centered design
- User research
- Visual design
- User flows
- Wireframing & Storyboarding
- Prototyping
- User testing
- Market analysis
- Design thinking

TOOLS

Figma, Axure, Adobe Photoshop, Adobe Illustrator, Google Analytics, HTML, CSS, JavaScript, SQL

MILITARY SERVICE

Full military service in a sensitive position at unit 8200.

LANGUAGES

Hebrew - Native

English - Fluent

Arabic - Basic