

SHIRI VERNIK

SENIOR PRODUCT DESIGNER

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dribbble.com/shirivernik

WORK EXPERIENCE

Senior product Designer • Wix.com, Website Builder Software

MAY 2019 – Present

Senior product Designer • Designit, Leading strategic design firm

Jan 2014 – MAY 2019

UX Designer

- Experienced researcher for UX characterizations approaches to marketed products.
- Delivering UX concepts and potential approaches to characterize the product followed by information architecture, solution outline, flows and possible scenarios analysis.
- Being a professional knowledge center when working closely with clients, connecting them to the product on the creative as well as on the user level.
- Building prototypes to visualize the product enabling adjustments of imperfect visuals and flows.
- Collaboration with R&D teams to process documented flows and notations to set infrastructure and stories.

UI Design

- Experienced design project owner, with emphasis on clear and coherent work process. Creating unique digital languages for major international firms products (apps & desktop).
- Comprehensive responsibility for the digital development process, from preparation of screens for development (through demonstrating transitions and animations) to actually overseeing the R & D team including QA and design feedback.

Client Manager

- Full hands on approach towards the customer in hand – Answering questions and doubts as well as consulting and helping them understand how to make changes and embed new features without harming product quality.
- Proactively initiating sprints and meetings to discuss dynamic issues that may occur.

PROFILE

Senior UX/UI Designer with extensive experience in Web, Desktop, and Mobile design. Skilled in identifying user requirements, optimizing UX, and creating mockups and prototypes to deliver winning products.

Experienced working with top firms and startups, including GM, PetSmart, Leumi-Card, Doordash, Square, and Pepper Bank..

Creative, proactive, and highly motivated; excels both independently and in team settings. Quick learner, service-oriented, and dedicated to meeting new challenges and achieving excellence.

TECH SKILLS

Design and prototype tools: Figma, Photoshop, Illustrator, After Effects, Sketch, InDesign, InVision and ProtoPie

OTHER SKILLS

Selling personal art in Ó! galeria in Porto, Portugal

Presenting personal art in various exhibitions such as: La culture TLV, Cuckoo's Nest etc.

Languages: Hebrew – Mother Tongue
English – High Level

EDUCATION

B.Ed. Graphic Design Seminar
Hakibbutzim College