

Shani Tzafrir

Product Designer

EXPERIENCE

Lead Product Designer at Stealth Startup

July 2022 - Present

Lead Product Designer & Product Manager at an ecommerce startup that offers buying and selling of original sneakers in the area.
The application works in Israel, USA, England and France. During the work I did user research, competitor testing, wireframes (UX), building the design system, full design of the application (UI), an admin who connects to the application, user testing, and the branding of the startup.

Product Designer at Yad2

January 2019 - July 2022

As a product designer in the design team of a website and application with over 15 million monthly hits, I was responsible for wireframes and designs for 4 different development teams that dealt with a wide variety of parts of the website and application. I leveraged research and A/B testing to make design decisions, increased ad upgrade revenue by 40%, and collaborated with product managers and developers to create a seamless user experience.

UI/UX at Apricode

September 2018 - January 2019

As a UI/UX Designer at a software company, I specialized in designing apps and websites for startup companies, utilizing my expertise in user interface and user experience design to create visually appealing and user-friendly products.

Designer at Experteam

October 2017 - March 2018

Designer of interactive presentations for large companies like CyberArk.

EDUCATION

Netcraft Academy

2017 - 2018

User Interface and User Experience Course (UI/UX).

Ariel University

2015 - 2017

Visual & Interactive Communication studies at Ariel University. Graduated with honors.

High school

2010 - 2013

High school major in graphic design.

PORTFOLIO AND CONTACT



My Portfolio

Linkedin

058-5422741

shanitzafir@gmail.com

About me

Very good at UI design, loves UX and believes that design should be smart and helpful to the user. Loves to initiate and turn data into a feature.
I have experience working with Complex desktop, Mobile and Web systems.
I am curious and constantly learning new things
Loves working with product managers and developers.

DESIGN TOOLS AND TECHNOLOGIES

Figma

Sketch

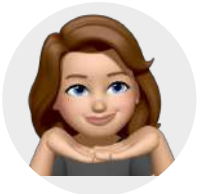
InVision

Illustrator

Jira



Me after my BFF
and I beat the rival
team in FIFA



Me when I bring a
complicated design
to the developer



Me after happy hour