

TALI KIVILEVITZ SHAINER

PRODUCT DESIGNER

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I love the world of design, I've been passionately enhancing user experiences by designing innovative products, apps, and websites in a productive team setting.

WORK EXPERIENCE

2016 **CAPPSOOL TECHNOLOGIES**
NOW ***ACQUIRED BY NATURAL INTELLIGENCE**

Product Designer

Cappsool Technologies is a B2B marketing company dedicated to matching high-intent users with partners in multiple industries.

As the only designer, I am in charge of research, wireframing, prototyping, and final product design. I have designed a design system implemented on all the Cappsool websites using the Adobe Suite programs, Sketch, and now Figma.

2015 **BRISK APP**

2016 Product Designer

I was in charge of Brisk's design, a location-based mobile shopping app with fast delivery and payment at your doorstep. I designed the iPhone & Android app and marketing materials using the Adobe Suite programs.

2013 **STOX**

2014 Product Designer

As a solo designer, I had complete ownership of the UI/UX process in Stox.com, a social investment community that allows people to grow their knowledge and wealth. I created the website, iPhone & android app, and all marketing materials using the Adobe Suite programs.

2013 **THREE BEARS STUDIO**

Graphic Designer

A branding & UI/UX boutique agency where I worked as an Interactive designer, creating websites, landing pages, and mobile applications for different clients using the Adobe Suite programs.

2012 **WIX**

2013 Design Intern

After finishing my studies, I joined Wix's 'Talents Project' Internships, where Wix showed me how they create their product. I was lucky to be part of the web design, marketing, and UX departments and see how everything works using the Wix website design platform.

EDUCATION

2021 **UX DESIGN**

Google Professional Certificate
Coursera

In this course, I learned about the Google UX way of thinking. Empathizing with users; Defining user pain points; Coming up with ideas for design solutions; Creating wireframes, mockups, and prototypes; Testing designs through usability studies; Iterating on designs based on feedback.

2017 **PRODUCT MANAGEMENT**

2018 Technion
Israel Institute of Technology

The program's primary goal is to train professional product and marketing managers by providing up-to-date methodologies and tools for understanding the market, analyzing requirements, supporting the development process, and preparing the product launch process.

2017 **USER EXPERIENCE DESIGN**

UX Vision

In this course, I learned how to build an understanding of the user experience role, formulate correct ways to manage the process correctly, what characterizes our users on desktop and mobile, and properly arrange screens for them to produce an effective meeting for them and business results.

2007 **B.DESIGN DEGREE**

2012 Holon Institute of Technology

The department of Visual Communication provides the student with tools, knowledge, and an answer to the current needs in the market in the fields of screen design and interactive design. Throughout the learning process, the various courses emphasize the connection between the design and the technological platforms on which it will occur.

PERSONAL SKILLS

TOP SKILLS

User Interface Prototyping
User Experience User Testing
Wireframing

TOP SOFTWARE SKILLS

Figma Illustrator
Sketch Keynote
Photoshop

LANGUAGES SPOKEN

Hebrew - Native language
English - High Level
Italian - Basic Level