

Shevi Gur Arye

Product Designer

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- ⦿ Design and development of digital products using user research, UX specifications, and accessible, user-centered interface design.
- ⦿ Experience in data research and analysis, identifying business needs, and translating them into effective solutions.
- ⦿ Technological capability and creativity, with deep familiarity with design approaches and trends in the Mobile/Web domains.
- ⦿ Systematic and process-oriented mindset, excellent teamwork, ability to meet deadlines in fast-paced environments, and a strong customer-focused approach.
- ⦿ Tools: Figma, Miro, Illustrator, Photoshop, InDesign, WordPress, Elementor, HTML, CSS

Experience:

2026 – Present: **UX/UI Designer | [Mashlom.me](#) – HealthTech Product Company**

- **End-to-end leadership**, UX/UI processes for a multi-product HealthTech platform, designing clinical tools for hospitals across web and mobile platforms.
- **User research**, requirements gathering, and specification of digital solutions aligned with clinical and business needs.
- **Design of user flows (wireframes)**, screens, and complex workflows for clinical support tools, medical calculators, and protocols for healthcare professionals.
- **User interface design (UI)** and creation of clear, efficient, and accessible user experiences for clinical environments.
- **Using a design system** to maintain visual and UX consistency across products and features.
- **Identifying friction points in user journeys**, simplifying user flows, and improving the user experience in existing interfaces.
- **Ongoing collaboration with development**, product, and end-user teams, including structured handoff and support during implementation.
- **Creation of mockups and interactive prototypes** in Figma, and conducting usability testing to improve the user experience.
- **Using AI tools** to enhance efficiency in UX, design, and product workflows.

2022 – Present: **UX/UI Designer and Graphic Designer, Self-Employed**

- **“Shlavim” – UX/ UI and development of a responsive e-commerce website for baby products**
 - **End-to-end leadership**, from requirements gathering and defining business needs to go-live.
 - **User research**, persona development, and the design of website architecture, user flows, and wireframes.
 - **User interface design**, development of a client-focused design language, and creation of the product’s look&feel, including color palettes and typography.
 - **Creation of mockups and interactive prototypes**, conducting user experience and usability testing
 - **Building a responsive WordPress website** (using Elementor), applying UX and accessibility principles for people with disabilities.
 - **Writing UX specification documents** and functional documentation to support development and solution implementation.
- **Designed and prepared print materials**, including posters, flyers, stationery, invitations, packaging, and promotional assets.
- **End-to-end client guidance**, defining brand identity and logo design according to brand values, visual needs, and target audiences.

2023 – 2024: **UX/UI Designer – Selected projects**

- **Find It App:** User experience redesign for a lost-and-found application.
 - **Exploring the current state** and examining key challenges to improve navigation, hierarchical structure, and visual clarity.
 - **User research**, screen specification, and navigation design while applying strategies that drive users to take action.
 - **Design of an innovative and user-friendly interface** (using Figma) based on usability and accessibility principles.
 - **Preparation of wireframes**, creation of mockups, writing technical specification documents, testing, and building a prototype.
- **Development of a portfolio website for a UX/UI designer** [Website Link](#)
 - **Building the website in WordPress** (using Elementor) to showcase the project portfolio.
 - **Emphasis on UX and UI specification and design**, efficient and geared toward quick insights.
- **COLORS – Color palette generator**
 - **Design of an AI-based feature for an existing platform**, defining user preferences and generating a color palette.
 - **UX specification**, user flows, system-aligned design, and testing the feature with the target audience.

Education and Courses:

- 2023–2024: Professional Certificate Studies, **UX/UI Course** – Website Specification and Design, "Siur Mochot" College – Center for Visual Communication
- 2022–2023: Professional Certificate Studies, **Web Development and Website Building Course**, "Siur Mochot" College – Center for Visual Communication
- 2022–2023: Professional Certificate Studies, **Graphic Design and Visual Communication Course**, "Siur Mochot" College – Center for Visual Communication
- ✓ **Final Project: Development of a brand identity for an educational initiative**
- 2021–2022: Professional Certificate Studies, **Graphic Design Course**, Beit Yaakov Teachers’ Institute

Government Examinations: Proficiency in graphic software | Foundations of design and branding | Design for media

Languages: Hebrew – Native, English – High level

*** References available upon request**