




# Karin Shaleve **Product Designer**

Product Designer (UX/UI) with 4 years of experience, including two years as the sole designer in a product company, leading end-to-end design processes – from user research and UX planning to interface design and implementation. Combining analytical thinking with visual creativity, and believing that great design starts with a deep understanding of people and ends with an interface that works for them, not the other way around.

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## Work Experience

### 2023 - present Proudact Designer (UX/UI) Uni Diamonds

- Sole designer responsible for the entire design process – research, UX, UI, and implementation in close collaboration with development teams.
- Led the design of new features and redesign of existing products, improving clarity, usability, and visual consistency.
- Developed a unified design language and implemented it across the product.
- Initiated more efficient workflows between design and development, reducing time-to-market and minimizing revision cycles.

### 2022 - 2023 Web Design & UX/UI Freelance

- Designed and planned websites incorporating complex digital systems.
- Conducted usability testing and implemented UX improvements to optimize user flow and satisfaction.
- Created marketing visuals and landing pages tailored to business objectives.

### 2021–2022 Graphic Designer Online Shmonline – Digital Agency

- Designed websites and landing pages that increased client exposure and sales.
- Developed branding, logos, and marketing content to strengthen brand identity.
- Maintained consistent design language across all deliverables.

## Education

- **UX Architect – Complex Systems Design** | Dr. Ofer Moner, Uxer (2024).
- **Figma Masterclass – Building a Design System from Scratch** | Netcraft (2024).
- **Diploma in Graphic Design with specialization in UX/UI** | The Open University (2020–2022).
- **High School Diploma** | Ironi Alef High School, Tel Aviv (5 units Art + 5 units Social Sciences)

## Skills

- **UX Design** – User Research, Journey Mapping, Wireframing, Usability Testing.
- **UI Design** – Responsive Design, Complex System Interfaces, Visual Design.
- **Tools** – Figma, Illustrator, Photoshop, WordPress, Wix.
- **Languages** – Hebrew (Native), English (Advanced).

## Military Service

### 2014-2017 | Officer (lieutenant) Public Inquiries Unit, IDF

- Managed a team of 10–15 personnel, coordinating across units and providing professional responses to public inquiries.
- Developed strong communication, problem-solving, and stakeholder management skills relevant to civilian roles.