

Shiri Nakibly UX/UI DESIGNER

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Experienced UX/UI designer with **5 years** of expertise in designing innovative and user-centric solutions for **B2B, B2C, and SaaS** products. Additionally, I bring **15 years** of experience in **graphic design and website development**, working with various technologies. Proven ability to **manage small teams** and collaborate effectively to deliver high-quality digital experiences.

Why me?

With a strong background in **programming and website development**, I create designs that are not only **user-friendly** but also **efficient to implement**. My approach to design is deeply rooted in **understanding users**—identifying their needs, frustrations, and motivations to craft experiences that exceed expectations.

Work Experience

UX/UI designer | Israel Electric Corporation (Alterno outsource) Jun. 2024 -present

- Conducted **user research** and **usability testing** to drive design improvements.
- Developed **user flows, wireframes, prototypes**, and design assets for digital platforms.
- Collaborated with cross-functional teams to create **seamless, user-centric** solutions.
- Performed **design reviews** to ensure alignment with development teams.
- Maintained **design systems** to ensure consistency across products.

UX/UI designer | Matrix - Technological division, Ministry of Education 2023 -2024

- Gathered client needs, creating effective wireframes and prototypes for optimal user journeys.
- Planning and designing simple, **user-friendly interfaces** that enhance usability.
- Worked closely with **product managers and developers** for seamless execution

UX/UI designer | Freelance 2019 - 2023

- Designed complex systems for **B2B, B2C, and SaaS** platforms. Experience with design systems.
- Collaborated with clients to understand their **business requirements** and user needs.

Head of design & development | Haifa municipality 2010 - 2023

- **Led the design and development** of Haifa's main website.
- Lead the design and development of Haifa's municipality **operational and IT systems**.
- Managed a **team of 3 developers**, overseeing UX/UI and development.

Web designer & developer | Freelance 2010 - 2019

- Developed and designed WordPress websites for clients (Ministry of Economy FTA and more)
- Created social media assets including posts and banners. Direct engagement with clients.

Education

- **UX Design** - Netcraft Academy | 2021-2022
- **Graphic designer** - WIZO Haifa Academy of Design | 2008-2010
- **B.A Computer Science** - Yezreel Valley College | 2000-2003

Tools:

Figma, Photoshop, Illustrator, Javascript, HTML, CSS, React, Sharepoint, SAP, ASP.Net