


Sapir Smilovici

Product Designer & Digital Visual Designer

 [Portfolio](#)

 053-4971002

 [LinkedIn](#)

 sapirosh3108@gmail.com

Work Experience

Reshef Aviation | Product Designer

2023 - Present

Ensuring easy access to agricultural data and smooth usability of the application.

- Conducting comprehensive user research to grasp the needs of farmers effectively.
- Designing intuitive interfaces to enhance the comprehension of data.
- Collaborating with R&D and PM to translate insights into design features.

Lime Digital | Product Designer & Digital Designer

2021 - 2023

- Created digital designs, including website designs, social media graphics, and marketing materials.
- Developed a cohesive visual language aligned with company branding, ensuring cross-platform consistency.
- Supervised the design process, from wireframing to collaborating with programmers.
- Designed web and mobile interfaces for B2C platforms.
- Conducted customer research and meetings to understand diverse needs.
- Developed user-friendly solutions that combine functionality and aesthetics.

Checkmarx | Product Designer

2021 - 2021

- Collaborated with cross-functional teams.
- Created a seamless learning experience within the Codebashing platform by making it friendly and fun.

Studio Hasulam | Graphic Designer

2018 - 2020

- Developed user-centered designs tailored to business needs.
- Collaborated closely with clients to understand brand goals and vision, adjusting designs accordingly.
- Designed engaging posts on social networks to effectively convey brand messages and promotions

Volunteering

- Achieved third place in the hackathon 'Entrepreneurs for Tomorrow' which deals with challenges related to the war.
- Mentored novice users on Adobe software, concentrating on Photoshop and Illustrator.

Education

Netcraft Academy Diploma in UX Design

2021 - 2022

Mentor Academy Diploma in UX/UI

2019 - 2020

Ort College Diploma in Media Design Graduated with distinction

2015 - 2017

Skills

- UX & UI design
- Prototyping
- Wireframing
- Collaboration
- User Research
- Versatility
- B2C products

Design Tools

- Figma
- Adobe Suite
- Wix Studio
- XD
- PowerPoint
- Canva

Military Service

Combat soldier
Air Defense System

2008 - 2010

Languages

Hebrew – Native
English – Fluent