

Shlomi Biran senior ux designer

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Experience

2022-2023

Senior UX designer, Harel Insurance and Finance

- Proactively engaged with stakeholders throughout the project, maintaining open communication channels, keeping them informed and involved in the process.
- Maintaining a strong collaborative relationships with cross-functional teams including design, sales, product management, content experts, QA, and senior leadership, fostering open communication and alignment towards shared goals.
- Developing a research plan to understand user needs, pain points, and goals, taking into account project objectives.
- Conducting comprehensive user research, including user interviews, surveys, and usability testing, to uncover user needs, pain points, and goals, aligning findings with project objectives.
- Mapping and prioritizing the products features, based on research, using various tools, such as flowcharts, and screen maps.
- Designing detailed wireframes for websites, apps and iot devices.
- Passing the baton at the end of the design phase in a manner appropriate to the requirements of the developers and QA, ensuring accurate communication and effective collaboration until the project is completed.
- Close cooperation with clients, responsibility for budget management and schedules.

2020 - 2021

Senior UX designer, Jellyfish Group

- Working with a wide variety of international clients, from Europe and US, able to adapting myself to different organizational cultures and dynamic work environments.
- Planning and executing user testing, user interviews which included qualitative and quantitative interviews along with product reasearch to validate our product design decisions.
- Characterizing and designing detailed wireframes for websites and systems.
- Writing detailed specification files for developers and QA, using the Figma application.
- Working closely with clients, responsible for time and budget.

2020 - 2020

UX instructor, Create

- Teaching UX design in a dedicated course.
- Teaching Axure - a design application

I was fired due to the economic impact of the Corona epidemic.

2016 - 2020

UX designer, Zemingo Studio

- Designing, conducting and analyzing user interviews, user studies and competitive research.
- Defined product features, flowcharts and screen maps, and designed detailed wireframes for various platforms - apps (Android and iOS), websites, complex systems and unique IoT devices.
- Wrote detailed specification files for developers and QA.
- Product validation and optimization: designed, conducted and analyzed user and usability tests through prototypes, interviews and Annelytics.
- Close work with clients, responsible for time and budget.

Skills

- Design tools: Figma, Axure, Sketch, XD
- Language: Hebrew - mother tongue;
English - very good
- Front End Development (Jr.)

Education

- BA in Economics and
Communication
Tel Aviv University (2006)
- Graduate UX design course
Netcraft Academy (2015)
- Front End Development
Apple Academy (2020)