Keren Shalev

Senior Product Designer (UX/UI)

Creative and detail-oriented Senior Product Designer specializing in crafting user-friendly and visually engaging designs for SaaS solutions. Adept at balancing business goals with user needs, delivering scalable and clear solutions that seamlessly integrate with cross-functional teams. My diverse portfolio spans visual branding, responsive web design, and mobile app interfaces, with a strong focus on usability, and scalability.

✉ shalevkeren@gmail.com
📱 054-7289022
🔗 Portfolio
in Linkedin

EXPERIENCE

Trackbox

Senior Product designer (UX/UI) 2021- Present

- Led the **end-to-end design** and usability processes, from conceptualization to final implementation.
- Strong understanding of design thinking methodologies and user-centered design practices.
- Delivered intuitive, **impactful solutions** improving user experience.
- Oversaw the full design cycle for complex info systems, from clients meeting and **UX research to design, QA and user testing**.
- Works closely with PMs, Frontend dev and QA teams to deliver client-focused features an achieve seamless integration of design and functionality.
- Improving system functionality to prevent churn.
- Lead rebranding design efforts following company's **pivot to a new vertical.**
- Streamlined onboarding process design, resulting in improved **onboarding times**, as measured by analytics.

Product designer Jan 2018- 2021

- Led the end-to-end design and usability processes, from conceptualization to final implementation.
- Create design themes and graphics focused on **B2B and B2C** online and **mobile** products.
- Works closely with PMs to deliver client-focused features.
- Directing and implementing broad range of design projects, from conception to launch.
- Delivered **intuitive**, impactful solutions.
- Strong understanding of **design thinking methodologies** and user-centered design practices.

Lisuto AI (Professional advisor)

Product designer (UX/UI) 2022

- Redesigning end-to-end of a new web platform for sellers tailored for Japanese market.
- **Sole responsibility**, leading the project directly with CTO and Head of Product
- Intense project with condensed timeline.
- Research design concepts for **B2C platforms**.
- **Self management** of schedule, priority and design concepts.

"Giraff"- Brand design studio

Graphic Designer 2013-2017

- Creating business concepts and graphic design for new companies (branding).
- Account ownerships with clients.
- Web design - Delivered intuitive, impactful solutions.
- Design of marketing materials, advertising and printing.
- Interacting and working independently and directly with clients and suppliers.
- Specializing in creating design concepts.

PUBLICATION

2010
Winner of the poster design contest for the movie *Slippers* by Avishay Shabtay, a 4th-year student at Minshar Film School. My design included both a poster and DVD cover.

EDUCATION

UX Design course
Netcraft academy | 2017

Professional Diploma interactive design and print
Minshar school of arts | 2009-2013

TECHNICAL SKILLS

- Branding & identity
- UI/UX & design system
- User & market research
- Wireframing & User flow
- Web & Mobile Applications
- Creative problem solving
- Continuous Learning and Adaptability
- Collaborative Teamwork
- Understanding of CSS and HTML

Softwares

- Figma
- Adobe: Ps, Ai, Id, Xd
- Click up/Monday
- Slack

LANGUAGES

- Hebrew
- English