



Shay Carmel

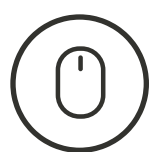


UI/UX Specialist



Expertise

- User Experience
- User Interface
- SAAS Platforms
- Mobile/Web Design
- Wireframes
- Prototypes
- Research
- Usability testing



Tools

- Adobe XD
- Sketch
- Invision Studio
- Photoshop
- Axure
- Principle
- Zeplin
- Pen & Paper :)



Profile

Senior Product UX Expert & UI Designer for the past +15 years, Always seeking to learn something new.
 I work closely with teams of designers, developers & product managers for cross platform products optimization. From Research, storyboard & Wire-framing through user interview & usability testing to Info architecture, prototyping with micro interactions and final pixel perfect design.
 Extensive experience in b2b/b2c Saas platforms , iOS & Android.



Experience

- Backpack - UX Lead expert & Product Design** 2016 - Present
- Working on all company's user interfaces, Saas CRM Platform and Data exchange platforms.
 - Work closely with the R&D teams, product management, customer success and users to understand and define the goals, needs, pain-points, limitations and provide specification, requirements and designs to continuously enhance the products in an agile methodology.
 - UX lead From user research, competitive analysis, user testing of low/high-fi static wireframes and interactive mockup, to final visual design.

- Screenz - Senior UI/UX & Studio Manager** 2012 - 2016
- Responsible for day-to-day planning and management of all product related UI design (CRM SAAS platform, Mobile & Desktop apps).
 - Working hand in hand with the R&D team, from wireframes to a full working prototypes, from creation to development and execution for real time platform app.
 - Creating an on screen infographics for real time tv broadcast shows (the voice, La banda)

- Shay Carmel Studio - Freelance UI/UX & Visual Designer** 2010 - 2016
- Working on leading Desktop & Mobile applications and complexed platforms from wireframes to final design.
 - Creating customer-focused, interactive experiences. Giving strategic solutions to variety of customers from Enterprises to Startups. Some of My Clients: Nike, Straus, Gett & Sodastream

- WhiteLabel\Bit - Senior Interactive Designer** 2009 - 2010
- Creating web designs with unique concept & practical layouts.

- The Box - Art Director & Studio Manager** 2005 - 2009
- In charge of big advertising campaigns and strategies. Tutoring junior designers and defining working methodology.
 - Art directing Yes's Original Animated Tv Show "Celebz", Leded the design studio team.

- Gitam BBDO - Interactive Designer** 2004 - 2005
- Digital designer, art director of projects Both digital & Print designs.



Education

- Netcraft Academy** 2014
Usability & User Experience
- Sapir College** 2001 - 2004
Usability & User Experience
- Shenkar College** 2001
Visual Communication

