

# Shirley Guetta Interactive & Product Designer

## Profile

www.shirleygueta.com  
shirleygueta@gmail.com  
054-5818108

Tel-Aviv, 1983  
English: Excellent  
Hebrew: Native



## Education



2006-2010  
Industrial design  
Bachelor of design, Shankar



2014-2015  
Interactive UX-UI design  
Course, Shankar

## Courses

2016 MicroCopy, Nemala  
2016 Social Media SEO, WebCity  
2012 Design Entrepreneurs, Out of the box  
2009 Advanced technologies, Shankar  
2002 Photography, Camera Obscura

Full matriculation & Military service

## Experience

2016-2017 - **Psagot investments** - UX UI for psagot websites personal information website for the company's insurance and savings customers and other websites and projects.

2017 - **Theranica** migraine IOT app - **MSapps** - UI design.

2017 - **GIVO** - UX design for E-commerce gifts app.

2016 - **Moli** reviews Android smart camera plugin - UI design.  
(freelance projects)

2016 "**PDAC Technologies**" development projects company UX & UI designer for various applications to start-ups and large companies such as Ituran, Mobileye, Toyota, Sepo Domotech, OTA and more.

2015-2016 "**SessMe**" Messaging App start-up UX & UI designer  
Designing the app interface, improving primary UX, website design, and advertising materials for the press.

2014-2015 "**Lampic**" for Ilan Malka  
A web application for lampshades design. UX & UI design, development, designing the editing interface of the website, QA, and instructing the developers team.

2011-2015 "Ilan Malka lighting design studio"  
Industrial & Graphic designer, studio manager.

## Milestones

2017 - GoAustria - winning the hacktune with SuperEaro team - an ear training game app, and participating the GoAustria program for worldwide startups and entrepreneurs in Austria.

2017 "Smunchies" lecture about the use and addiction to smartphones and social networks and the effects on our lives. The lectures were delivered to Shenkar collage, Psagot investments and GoPublic .

2016 UX UI Designer in Keter IOT Hackathon, MADIAI medical Hackathon and Android Academy Hackathon.

2016 GoMobile #4 with SessMe app stand

2012 Holon design week, Product designer

2011 International exhibition, "Icon people"

2008 Moscow Art Biennale "3 Twisted Swings"

## Skills

Graphic design Illustrator, Photoshop, Sketch  
Product design SolidWorks, Rhinoceros  
Web & code HTML5, CSS, Dreamweaver, WordPress  
UX UI Axure, Office

