

# Shirley Gueta UX&UI Product Designer

## Profile

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English: Excellent  
Hebrew: Native

I'm a creative, responsible and dedicated product designer with good interpersonal relations. For the past couple of years I've been working as a freelancer for large companies and startups, project companies, organizations and advertising agencies. I've lead projects, dealt with the prioritization, closed deals, worked with clients, stakeholders and development teams.

I'm currently searching for a product designer or user experience researcher position, working with a great team and good vibes.

## Experience

### 2016 - present- Shirley Gueta Studio - freelance product designer

- UX&UI design of mobile applications and websites
- Working with entrepreneurs, start-ups, development companies, large companies such as Solel Boneh, Psagot, GNS Digital and more.

### 2016 UX&UI Designer at "PDAC Technologies"

Designing a variety of applications for start-ups and large companies such as Ituran, Mobileye, Toyota, Sepo Domotech, OTA and more.

### 2015-2016 UX&UI designer "SessMe" IM Messaging App

App interface design, 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 Industrial designer and studio manager at "Ilan Malka lighting design studio"

## Skills

### User experience process

- Users reasearch
- Personas
- Wireframes
- Flow
- Usability testing
- Experience Architecture
- Prototype
- User Journey

### UI process

- Competitors reasearch
- Inspiration baord
- Concepts
- Mockup
- Investors Presentation
- Stores and social media

### UX&UI Tools

Illustrator, Photoshop, Sketch, XD, Zeplin, Axure

### Web & code

HTML5, CSS, Dreamweaver, WordPress

## Education

### 2014-2015

Interactive UX-UI design Course, Shankar

### 2006-2010

Industrial design Bachelor of design, Shankar

## Courses

2016 MicroCopy, Nemala

2016 Social Media SEO, WebCity

2012 Design Entrepreneurs, Out of the box

Full matriculation & Military service

## Milestones

2018 - present Lecturing about websites UX improvements to Hubanana and The Supergirls entrepreneurs communities. Lecturing about UX and UI, websites improvement and mobile addiction to Prog and Tafnit College students and other communities.

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

2017 - "Smunchies" lecture about 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"

2008 "Sterile world" Post-modern art exhibition