

# Sapir Smilovici

## Product Designer & Digital Visual Designer

☎ 053-4971002

🌐 Portfolio

✉ sapirosh3108@gmail.com

in LinkedIn

### Work Experience

#### Kipp | Freelance UX/UI & Marketing Designer

2024 - 2025

- Redesigned and improved the company's responsive website with a new visual language, reorganized flows for intuitive navigation, and added structured content pages to enhance user experience.
- Improved transaction approval processes in the B2B platform between merchants and issuing banks.
- Defined user flows and delivered a clear visual hierarchy to support efficient real-time decision-making.

#### Challenge | Freelance Game Designer

2024 -2024

- Improved the game's user experience and design by restructuring flows, simplifying interactions, and creating a more engaging, playful look.
- Optimized interface structure and visuals for clear and consistent usability across mobile, tablet, and desktop devices.

#### Reshef Aviation | Freelance Product Designer

2023 - 2024

- Conducted user research to identify farmers' needs as primary users.
- Designed and built intuitive application screens to improve data clarity.
- Collaborated with R&D and Product Managers to translate insights into features.

#### Lime Digital | Freelance Product Designer & Digital Designer

2021 - 2023

- Designed digital assets (websites, social media, marketing materials) to strengthen client brand presence.
- Created B2C web and mobile interfaces that balanced aesthetics with usability to improve customer engagement.
- Conducted client research and meetings to deliver tailored design solutions aligned with business needs.

### Education

#### Netcraft Academy

##### Diploma in UX Design

2021 - 2022

#### Mentor Academy

##### Diploma in UX/UI

2019 - 2020

#### Ort College

##### Diploma in Media Design

##### Graduated with distinction

2015 - 2017

### Skills

- UX/UI
- Wireframing
- User Research
- Problem Solving
- Creativity
- Experience in B2B and B2C

### Softwares

- Figma
- Adobe Suite
- Wix Studio
- XD
- PowerPoint
- Canva

## **Checkmarx | Freelance Product Designer**

2021 - 2021

- Collaborated with cross-functional teams.
- Created a seamless learning experience within the Codebashing platform by making it friendly and fun.

## **Studio Hasulam | Graphic Designer**

2018 - 2020

- Developed user-centered designs tailored to business needs.
- Collaborated closely with clients to understand brand goals and vision, adjusting designs accordingly.
- Designed engaging posts on social networks to effectively convey brand messages and promotions.

## ***Volunteering***

- [HAMAAGAL | Visual Digital Design](#)  
Led the design and development of the organization's social media marketing materials.
- 8200 Program | Design Team Member  
Volunteered in the design team supporting small businesses after the October 7th events.
- ["Entrepreneurs for Tomorrow" Hackathon](#)  
Won third place in a national hackathon addressing war-related challenges.
- Teaching & Mentoring  
Taught Adobe software (Photoshop, Illustrator). Mentored design students in their final projects.

## ***Military Service***

**Combat soldier**  
**Air Defense System**  
2008 - 2010

## ***Languages***

**Hebrew – Native**  
**English – Fluent**