Sapir Smilovici

UX/UI Designer | Product Designer

📞 053-4971002   🌐 Portfolio

✉️ sapirosh3108@gmail.com   in Linkedin

Experience

UX/UI Designer | Freelance – KIPP

2024 - 2025

- Redesigned and improved a responsive company website.
- Reorganized user flows and visual language to enhance user experience.
- Structured content pages and navigation to improve clarity and usability.
- Improved transaction approval processes in a B2B platform connecting merchants and issuing banks.
- Defined user flows and visual hierarchy to support efficient real-time decision making.

Game Designer | Freelance – Challenge

2024

- Improved the game user experience by restructuring flows and simplifying interactions.
- Designed playful and engaging visuals to support a clear interface structure.
- Optimized usability across mobile, tablet, and desktop devices.

Digital & Product Designer | Freelance – Reshef Aviation

2023 - 2024

- Designed application screens to improve data clarity and accessibility.
- Collaborated with Product Managers and R&D teams on translating insights into digital features.
- Worked on an ongoing basis on the company's digital product, supporting iterative design improvements over time.

Digital & Product Designer | Freelance – Lime Digital

2021 - 2023

- Designed digital assets including websites, social media, and marketing materials.
- Created web and mobile interfaces combining usability and visual aesthetics.
- Conducted client research and meetings to align design solutions with business needs.

Education

Media Design Diploma
ORT College
Graduated with distinction

UI/UX Design Diploma
Mentor Academy

UX Design Diploma
Netcraft Academy

Skills

- UX/UI Design
- User Research
- User Flows & Information Architecture
- Wireframing
- Problem Solving
- B2B & B2C Experience

Tools

Adobe Creative Suite · Figma · Wix Studio · Canva · Adobe XD

AI Tools

Firefly, GPT, Gemini, Uizard, Grok

Product Designer | Freelance - Checkmarx

2021

- Collaborated with cross-functional teams on design tasks for the Codebashing learning platform.
- Worked on user-centered design improvements aligned with product needs.

Graphic Designer | Hasulam Studio

2018–2020

- Designed social media posts to convey brand messages and promotions.
- Collaborated closely with clients to understand brand goals and adjust designs accordingly.

Additional Experience & Activities

- **Visual Digital Designer | HAMAAGAL**
  Designed social media assets with a focus on clear visual communication and structure.
- **Design Team Member | 8200 Program (Volunteering)**
  Contributed to design work supporting small businesses following the October 7th events.
- **"Entrepreneurs for Tomorrow" Hackathon**
  Third place winner in a national hackathon addressing real-world challenges.
- **Teaching & Mentoring**
  Taught Adobe software (Photoshop, Illustrator) and mentored design students on final projects.

Military Service

Air Defense System
Combat Soldier

Languages

Hebrew – Native
English – Fluent