

Lior Shifman

UX, UI, Product design

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www.LiorShifman.com

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Lead designer, passionate about crafting products from scratch. Highly experienced in designing for native and web platforms and working with top brands. Love to work in diverse teams with developers, product managers and other professionals.

Experience

StartApp Inc.

Product design, UX, UI

2015 - 2018

Scrybe (by StartApp) – Led the design and prototyped Keyboards and content platform for different top brands. Worked closely with high profile partners, such as the NBA (The National Basketball Association), Liverpool F.C, Paddington Bear and others. Established, implemented and maintained the Product design, UX, UI, product presentations and other marketing materials.

Soda Dashboard - (social data collaboration platform) – Performed as the lead designer of concepts and explorations. Collaborated with product managers and front-end developers in the product development stage.

Bubble Apps - Product designer, UX, UI of mini-apps platform that integrate into different social applications and provide users with additional special features. Worked in a team alongside engineers and product managers.

Data visualization & Storytelling - Designed various sale presentations and customer reports, including fitted storytelling, use cases and product simulations, mainly focused on visualization of data and content supporting design. Worked jointly with data analysts and marketing professionals.

Selfer Ltd.

UX, UI designer

2015

Head designer for Selfer (photo management cloud platform, uniquely designed for businesses). Designed the web application (desktop and mobile), partners upload dashboard, marketing material, investor presentations and other marketing materials.

Different Projects - Freelance

UX, UI, Graphic Designer

2014 - 2015

Change.It (Money Exchange App) – Created a prototype and designed in rapid prototyping sprint for the application team as part of a start-up accelerator.

ILN Technologies, Inc. (LA based major supplier of aircrafts parts) - Designed branding and marketing materials such as logo, Calendar and Visual language.

Feuerstein Design

Graphic Designer

2013

Worked in an Israeli design studio. Mainly designed branding materials such as web design, animation, packaging and conference booths.

Maariv Daily Newspaper

Graphic Designer

2014

Designed the sports section for Maariv, a leading national daily newspaper published in Israel.

Katvan Studios Inc.

NYC based photography and design studio

Performed analog and digital photo design.

Education

Bezalel Academy of Art and Design, Israel

2010 - 2014

Bachelor's Degree, Visual Communication department from Bezalel Academy of Art and Design - Israel's leading school of arts.

Skills

Sketch, Zeplin, InVision, Adobe (Illustrator, InDesign, Photoshop, Premier, After Effects, Lightroom) Keynote, Powerpoint.

Expertise

UI/UX Design, Research, Prototyping, User Flows, Information Architecture, Brand & Identity, Marketing, Typography, Data Visualization and Storytelling.