SHIR SHMUELI ELAZARI

Senior Product Designer

EU citizen – no visa required, English-speaking

CONTACT
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LINKEDIN
https://www.linkedin.com/in/shirelaz/

PORTFOLIO
https://www.shirelazari.com

EXPERIENCE

Duve
Senior Product Designer
June 2025- PRESENT

- Collaborate with product managers and developers to design and enhance new features.
- Improve platform functionality and user workflows through iterative design.
- Conduct user research to identify needs and usability opportunities.
- Maintain UX/UI consistency and manage the design system.
- Create intuitive, user-focused interfaces aligned with business goals.
- Led design for a key feature that directly increased company revenue.

MATRIX EXPERIENCE
Senior Product Designer
Jan 2022- June 2025

- Led UX/UI processes for B2C and B2B projects, including complex systems, SaaS platforms, and mobile apps.
- Conducted user research, interviews, usability tests, and surveys to enhance user experience.
- Collaborated with cross-functional teams to design innovative and user-centered solutions.

TRALALA- EVENT DESIGN
Founder and owner
Aug 2017- Aug 2021

- Founded and managed an event design and branding business.
- Handled client relations, budgeting, project management, and creative concept development.

QPX
Geo Intelligence Analyst
Oct 2012- Sep 2014

- Early stage startup team membar
- Analyzed and processed geospatial data using advanced GIS tools.
- Translated complex geographical datasets into actionable insights and visual reports.

MILITARY SERVICE- 81 Unit
Geo Intelligence Analyst
2009-2012

- Served as a technology intelligence analyst in an elite IDF unit.
- Specialized in geographical research and data analysis.

EDUCATION

UX Course
April 2021
By Tal Florentin (UXVision)

Holon Institue of Technology (HIT)
2015- 2018
B.Design in Industrial Design

Moholy-Nagy University of Art and Design, Budapest
2016
Erasmus- Student exchange program in the Industrial design Faculty.

DESIGN SOFTWARE

Adobe Illustrator	Figma	Microsoft Office
Adobe Photoshop	Figjam	Solidworks
Adobe InDesign	Miro	
Adobe Xd	WIX	

SKILLS

UX / UI Design	Information Architecture
Reseach	Design Thinking
User Journeys	Communication
Prototyping	Leadership
Wireframing	

LANGUAGE

HEBREW- Native
ENGLISH- Fluent

VOLUNTEERING

ISRAEL TECH GUARD
Oct 2023

- Volunteered as part of a national initiative during the Iron Swords War, supporting Israel's inteligience and technological resilience.

YOUTH MOVEMENT- ZOFIM
2006-2009

- Senior education coordinator.
- Spent a year in community service in Bat Yam.
- Represented the movement as part of a national delegation to the U.S.