

SHMUEL FINKELSHTEIN

UX & UI Product Designer



About Me

I am a gamer, a cat lover, and a family man.

UX/UI and industrial designer who enjoys solving complex problems, design digital products, creating and improving user experiences.

Experience

Studio 972

UX / UI Product Designer

2024 - current

- Leading end-to-end UX/UI processes for Web B2C/B2B products, SaaS platforms, and complex applications.
- Designing clean, responsive interfaces using established design systems and scalable component libraries.
- Building and customizing websites in Elementor, improving usability, accessibility, and responsiveness.
- Collaborating with clients, developers, and PMs from initial concept through final delivery.
- Demonstrated ability to work independently in a fully remote environment, with strong self-learning and continuous improvement.
- Exceptional problem-solving, self-management, and ownership of complex projects.

Key strengths:

- Fast, independent learner
- Full UX/UI ownership
- Complex system design
- Both design + implementation
- Strong cross-team communication

2023 - 2024

Giraffa Design

Graphic Designer

- Design graphics for educational facilities, work closely with various departments in the company and customers to meet their needs.
- End to end design, including preparation for digital printing.
- Ongoing website operation that includes collaborate with a developer to implement UX/UI principles for both mobile and desktop.
- My daily tools include Figma, Illustrator, Photoshop and AI Tools.

2022 - 2023

Ogen

UX Research (Volunteering)

Fintech product in the field of finances and open banking.

Taking part in the research team as a UX research and Users research

Education

2021 - 2022

User Experience

Tal Florentine - John Bryce

2013 - 2017

B. Design - Industrial Design

Holon Institute Of Technology (HIT)

Contacts

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[Linkedin](#)

[Portfolio](#)

Tools

Figma

AI tools

Elementor

Photoshop

Illustrator

Premiere

Domains

Complex systems

Responsive web

Applications

Skills

UX & UI Design

Wireframing

Prototyping

Information Architecture

User research

Usability testing

Design Thinking

Visual Design

Adaptability

Team player

Quick learner

Multitasker

Empathetic

Tech person

Highly organized

Languages

Hebrew Native

English Fluent