

# SHIRA HILTCH

Senior product designer

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## Hi, I'm Shira.

I'm a product designer and a design lead with more than 10 years of experience, specializing in mobile apps and web designs.

I'm experienced in creating end-to-end processes, including UX research, user interview, prototyping, leading and guiding illustrations and visual identity processes, building design systems, and overseeing implementation, QA, and testing.

I am looking for a hands-on, senior designer position in which I can contribute, learn, and have a meaningful role in the end user's experience.

## EXPERIENCE

### K health / Senior designer

2019 – 2021

Senior designer in an [AI-based medical start-up](#) building a chat-based digital primary care that diagnoses and treats patients.

I designed the core UI of the company's first product (mobile app) and created the design system. Later on, I created the concept and designed web medical flows for other medical interactions - with doctors and machines.

I was one of K Health's earliest employees and got to be a part of all design-related projects in the company. I was a part of the strategy and planning team for future products and implemented a unified design system across all products.

Working in an AI-based company, I got to work closely with many different domain experts and stakeholders; Data scientists, doctors, medical experts, product managers, UX researchers, marketing, and engineers.

### Aman Digital

2014 – 2019

#### Bank Hapoalim (Aman Digital) / Senior designer

2018 – 2019

As a senior designer, I lead the visual identity and design implementation process for Bank Hapoalim's new personal-banking [mobile app](#). The project

started with extensive research, followed by building a strategy, conducting user interviews and workshops, creating a visual language, and finally - the detailed design. The process included designing selected screens and guiding animators, illustrators, and micro-copy writers.

This project was a collaboration between the UI/UX team at Aman Digital and the design studio at Bank Hapoalim.

### **Aman digital studio / UI designer**

2014 – 2018

Leading large-scale digital UI projects for some of the biggest brands on the Israeli market, including Paz Yellow, Bank of Jerusalem, Meitav Dash, and more. As a lead designer, I was in charge of the visual concept and identity (Look and Feel) and the professional mentoring for fellow UI designers on the team. In all projects, I worked directly with the client and was part of their decision-making process.

I also took part as a co-designer in many other projects and experienced designing for multiple platforms, including responsive web, mobile app, internal tools, and complex interfaces. The design work included detailed design, icon design, illustrations, animation guidance, and overseeing the implementation process.

Selected projects and clients:

- Tel Aviv municipality - [Home page](#), inner pages and [flows](#)
- Paz-Yellow - [Mobile app](#) and mobile commerce [website](#)
- Jerusalem Bank - [Digital loan](#) flow and [home page](#).

### **Kobi Franco Design / Graphic designer**

2012-2013

Kobi Franco's boutique studio specializes in print and exhibition design. Most clients are from the art, culture, and education industry. As a graphic designer, I co-designed projects for clients like The Israel Museum, Tel Aviv Uni., Am Oved publishing, Design Museum Holon, and more.

## **EDUCATION**

### **Shenkar College of Engineering, Design and Art / B.Des**

2008 – 2012

C.Des Graphic Design / Visual communication. Graduated with honors, and received the Uri Dean Award for Academic Excellency

## **SKILLS**

### Languages

English (fluent), Hebrew (native), French (basic)

### Tools and applications

- Figma
- Sketch
- Principle
- Adobe: Photoshop, XD, Illustrator
- MS office

### Code and hand-off

Experienced in working with engineering teams (native apps, react-native, web).

Familiar with different prototype and hand-off tools, and with other code libraries and tools like Material UI, Lottie animations, etc.