

052-7482837
shimrit@studioshimka.co.il
Portfolio
LinkedIn

CORE SKILLS

UI Design
UX Research
AI-Driven Design Workflows
User Flows
Wireframing
Design Systems
Responsive Design
Interactive Prototyping
Client Communication
Cross-Functional Collaboration
Developer Handoff

TOOLS

Figma
Adobe CC
Claude
ChatGPT
Gemini
Codex
Figma Agents
Figma Make
Midjourney
Magnific
WordPress
Elementor

EDUCATION

2025
Create, UX Design

2018
Create, UI Design

2016
IAC, Digital Art

2011–2015
B.ed design in Visual Communication
Seminar Hakibutzim College

LANGUAGES

Hebrew — Native
English — Proficient

Shimrit Katz

PRODUCT DESIGNER | UI/UX DESIGNER

PROFILE

Product and UI/UX Designer experienced in designing B2B and B2C SaaS products, mobile applications, and responsive websites. Skilled in UX research, user flows, design systems, and high-fidelity UI design. Leverages AI throughout the design process, from market and competitor research and analysis to concept development, visual asset creation, motion design, interactive prototyping, and AI-assisted development. Works closely with clients, founders, and cross-functional teams to translate business and user needs into intuitive digital experiences.

PROFESSIONAL EXPERIENCE

UI/UX Designer - Create **2026**

- Designed and optimized UX/UI for web and mobile products for clients including ICL, The Phoenix, Leonardo Hotels, Fattal, Bank of Jerusalem and Cellcom.
- Collaborated directly with clients to understand business needs, present design solutions, and refine designs based on feedback.
- Worked with existing design systems, creating and refining reusable components to ensure consistency across interfaces.
- Integrated AI tools, including ChatGPT, Claude, Gemini, Midjourney, Magnific AI, Figma Make, and Figma AI Assistant, throughout the design process — from market and competitor research to concept development, UI design, visual asset creation, interactive prototyping, and AI-assisted development.

Freelance Product & UI/UX Designer **2020–2025**

- Designed and developed user experiences for Mobile apps, Websites and SaaS platforms , including UX research, user flows, wireframes and high-fidelity interfaces.
- Created UI designs, custom visual languages, illustrations and responsive website layouts using Figma and Adobe Creative Cloud.
- Built and launched responsive websites and landing pages with WordPress and Elementor, translating designs into functional, production-ready sites.
- Worked directly with founders and clients to define requirements, refine solutions and collaborate with development teams.

  Selected clients include Sellme, Seatook and Medgate.

Freelance Marketing & Web Designer - EPM **2018–2020**

- Designed and maintained the company website and digital marketing assets for international audiences.
- Developed presentations and investor-facing materials in collaboration with leadership.

Digital Designer - Zur Hachmon Agency **2016–2018**

- Designed websites, landing pages and digital campaign assets for a range of clients.
- Worked with art directors, marketing teams and developers to deliver consistent digital experiences.