

Shelly Benjaminov

Product Designer | UI/UX Designer & Web Developer

CONTACT

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PROFESSIONAL SUMMARY

Product Designer with a strong technical background in Web Development. Expert in creating user-centered digital experiences, from initial characterization to high-fidelity prototyping and deployment. Proven track record in building complex E-commerce systems and bridging the gap between design vision and technical execution.

SKILLS

- **Design:** UI/UX Design, Design Systems, High-Fidelity Prototyping, Wireframing, User Research.
- **Tools:** Figma (Advanced), Adobe Creative Cloud, Canva.
- **Tech & Dev:** HTML, CSS, JavaScript, WordPress, Elementor, WooCommerce, Vibe Coding, AI-driven solutions.
- **Product & Management:** Product Characterization (PRD), Manual QA, Resource Planning, Asana, Airtable.

MILITARY SERVICE

Combat Search & Rescue (Command Staff) 2019 – 2021

Managed logistics for a platoon at Zikim, completed 8 months of combat training.

PROFESSIONAL EXPERIENCE

- **Product Designer & Developer** 2023 – Present
Morevision Ltd.
 - **End-to-End Product Design:** Leading the full product lifecycle, from initial discovery and user research to high-fidelity prototyping and final deployment.
 - **UX Strategy & Characterization:** Translating complex business goals into detailed PRDs, wireframes, and intuitive user flows, ensuring seamless alignment between client vision and technical execution.
 - **Design Systems & UI:** Developing and maintaining scalable design systems in Figma to ensure Pixel-Perfect visual consistency across complex Ecommerce platforms.
 - **Technical Innovation:** Implementing AI-driven solutions and Vibe Coding methodologies to optimize internal workflows and enhance site performance.
- **UX/UI Designer & Web Specialist** 2022 – 2023
Interdate Ltd.
 - **Product Design & Maintenance:** Managed and redesigned WordPress platforms with a focus on visual hierarchy and performance optimization.
 - **Marketing Design:** Created high-converting digital assets and newsletters, ensuring brand consistency across all channels.
 - **QA Testing:** Conducted manual QA for web and mobile applications using Asana to ensure seamless user experiences.

EDUCATION

- **HackerU** 2023
Extended UX/UI Course (Figma, HTML & CSS)
- **Tafnit College** 2021-2022
Graphic Design, Branding, and Adobe Creative Cloud.
- **Elementary to High School** 2006-2019
Arison Arts & Ironi D: 12 years of specialized Arts & Cinema education. Full Matriculation (Majors: Chemistry, Psychology, Sociology).