Shira David

UI/UX Designer

Mobile 052-3155553 | **Mail** shirashtark@gmail.com | LinkedIn

Experience

2022 - 2025 | **Cyberbit** UI/UX Designer & Design System Specialist

- Leads end-to-end UI/UX for a SaaS B2B cybersecurity platform, from strategy and research to user flows, wireframes, visual design, and pixel-perfect prototypes.
- Built and maintained a scalable Design System in Figma with foundations, semantic variables, and reusable components, ensuring design - dev consistency and accessibility .
- Collaborated with Product Managers, Developers, and QA throughout the process, creating detailed specs and supporting a smooth design - dev handoff.
- Integrated AI-powered tools to streamline workflows, boost efficiency, and enhance creative output.
- Used Mixpanel analytics and usability insights to validate design decisions and continuously improve UX.

2009 - 2021 | **HaShchuna Studio** Partner & Designer

- Co-founded and managed a design studio specializing in branding and concept development for businesses across diverse industries.
- Delivered end-to-end creative solutions including brand identity, marketing collateral, digital design, packaging, and environmental design.
- Collaborated directly with clients to translate business objectives into impactful visual concepts and high-quality designs.
- Oversaw projects from initial concept through final delivery, ensuring creative excellence and client satisfaction.

Education

2021 UI/UX course, John Bryce

2004 - 2008 B.Des in Visual Communication, Avni Institute Tel Aviv

Skills

UI/UX Design   Design System   AI Tools   Accessibility (WCAG 2.1)

Figma   Illustrator   InDesign   Photoshop   PowerPoint

Languages

Hebrew

English