Shani Hakak – Senior UX/UI Designer

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Professional Summary

Creative UX/UI Designer with 10+ years of experience delivering user-centered designs for web and mobile platforms. Skilled in wireframing, prototyping, and building interactive interfaces. Proficient in HTML, CSS, and WordPress development, with a passion for crafting intuitive and visually compelling experiences.

Key Skills

- UX Design: User research, journey mapping, wireframing, usability testing.
- UI Design: High-fidelity mockups, responsive design, design systems.
- Tools: Figma, Adobe XD, Sketch, InVision, Photoshop.
- Development: HTML, CSS, JavaScript, WordPress.

Experience

Head of Studio & Senior UX/UI Designer

Percepto | 2019 – 2024 | Tel Aviv, Israel

- Designed and developed multilingual corporate websites and mobile interfaces.
- Spearheaded the creation of a design system, improving design consistency by 40%.
- Led a team of designers to deliver user-centric solutions for industrial applications.

Senior UX/UI Designer & Developer

OGI Systems Ltd. | 2013 – 2019 | Tel Aviv, Israel

- Redesigned flagship software, increasing usability by 30%.
- Built front-end components with HTML, CSS, and JavaScript.
- Conducted usability tests to refine web and software interfaces.

Freelance UX/UI Designer *2015 – 2016*

- Designed responsive websites, mobile apps, and branding assets for diverse clients.

Education

BA in Instructional Design Holon Institute of Technology	2009 – 2012	Full-Stack Development & Advanced UX/UI HackerU College	2018 – 2020

Key Projects

- StyleMate Fashion App: Concept app combining wardrobe management, outfit planning, and AI-powered recommendations.

- Percepto Digital Website: Multilingual corporate website improving lead generation and engagement by 20%.