SHIR BAR-NIV

Product Designer (UX/UI)

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ABOUT ME

- Highly motivated and passionate designer
- Combining artistic skills with psychology and computer background to design unique and attractive products
- Love collaborating and working in teams to identify user-oriented solutions
- Always looking for challenges and ways to improve
- Innovative and out of the box-thinker

EDUCATION

(2015 - 2019) University of California, Davis
- B.S. in Cognitive Science with a Computational Emphasis

(2019-2020) University of California, Berkeley Certificate course in UX/UI
- Designed mobile apps, apple watch apps, and websites. HTML, CSS, and JavaScript, along with essential research methods and design thinking.

EXPERIENCE

Jan 2021 - Present

AiDock Ltd.
Product Designer (UX/UI)
- Designing for SaaS products that use AI to automate the processing of international customs clearance.
- Creating new features through the full design cycle - from functional design and UX to pixel-perfect UI (using Sketch), to writing up the tasks and working closely with the dev team on the implementation
- Working closely with the R&D and Product Manager on client-based business decisions
- Orchestrating and co-leading daily team meetings and backlog groomings
- Leverage my knowledge in CSS and HTML to assist the developers in front-end fixes

Jan 2018 - Jan 2020

DESC Lab at University of California, Davis
Web Designer/Research Assistant
- Research topic: Cognitive development and self-regulation in children
- Designed and developed the lab website
- Assisted in developing and conducting the research assessments

June - July 2018

Optimal Plus (Acquired by National Instruments)
UX/UI Intern
- Worked in the Product Department as part of the web development team
- Implemented on-boarding tool for users
- Analyzed demands for new product capabilities and built demo-flows to guide users
- Presented and demonstrated flows to development team
- Participated in daily scrum meetings and backlog grooming

SKILLS

User Research - User Empathy, UX Interviewing, Insight Synthesis, Personas, Decision Mapping

Interface Design - User Interaction, User Centered Design, Prototyping - using Sketch & Figma

Visual Design Theory – Typography, Heuristics, Usability & UI Iterations, Branding, Iconography

Tools: Sketch, Figma, Zeplin, Jira, Html5, CSS, JavaScript, GitHub,

Mother Tongue: Hebrew and English

CLASSES

Intro to Programming in C/C++, Data Structures in Python, Electronic Media

Cognitive Psychology, Cognitive Neuroscience, Symbolic Logic, Philosophy of Mind, Perception