

RACHELI SHTRAICHER

Product Designer

Creating innovative complex end-to-end systems with strategic thinking, merging UXR-driven solutions with highly developed design skills

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EXPERIENCE

Interbit Projects

2023, Product Designer (UX/UI)

- Conducting a full product design cycle from user research, user journeys, flow, competitor review, collecting inspiration, wireframes to design interface
- Working closely with product managers and stakeholders
- Transferring the design and guiding the development team

Hybiz CRM

2023, UX/UI Designer

Consulting on interface and usability

Navat Israel College

2023, Teacher Of UX/UI Designer

Teaching Figma (basic+advanced), and parts of the UX course

Digital Boutique

2020 - 2022, Web & UI Designer

Designing building responsive websites with an emphasis on accessibility and user experience

Zuf Publishing

2017 - 2020, Graphics Team Leader

Complex book presentations, cover designs and publicity, leading projects from end to end

Zlile Noam

2016 - 2017, Graphic Designer

Designing flyers, invitations, banners and videos

EDUCATION

Specialization in complex systems

IITC College, 2023

Website Building & WooCommerce

Siur Mochot College
2019 - 2020

UX UI Designer

Siur Mochot College
2019 - 2020

Teaching Diploma,
Specialization In The Field
Of Visual Communication

2013 - 2017

Visual Communication

Ministry of Economy
2013 - 2015

TOOLS & TECHNOLOGIES

Figma, Adobe, Miro,
WordPress, Elementor,
HTML, CSS
Chat GPT, AI Tools

LANGUAGES

Hebrew (Native)
English (Medium)