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

Clevaligner
2024 - Present, Product Designer, SaaS

- Led an end-to-end redesign of a complex medical SaaS, integrating user research, competitor research and usability testing
- Created a design system
- Collaborated with product managers and developers to implement designs and deliver high-quality products

Interbit Projects
2023, Product Designer (UX/UI), B2B, B2C

- 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, and parts of the UX course

Digital Boutique
2020 - 2022, Web & UI Designer, B2C
Designing building responsive websites with an emphasis on accessibility and user experience

Zuf Publishing
2017 - 2020, Design team leader
Books, covers, advertisements and more

Zlile Noam
2016 - 2017, Graphic Designer

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)

- References available upon request -