Sigal Shaul

Product-Designer

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Profile

Product Designer with a hybrid background in UX/UI and software engineering (ex-IDF Unit 81). Skilled in designing complex SaaS interfaces, leading full-cycle design from concept to delivery, and building highly detailed scalable design systems. Experienced in cross-functional collaboration with PMs and engineers.

Tech stack

- Figma
- Adobe
- After Effects
- Python
- HTML/CSS
- Wix Studio

Professional Experience

2023 – Present — Wix Partner - Freelance UX/UI Designer — Wix, Tel Aviv, Israel

- Designing and building customized digital platforms for clients across various industries, while applying UX/UI best practices and tools (i.e., Figma for prototyping, Adobe for visual design).
- Conducting structured product discovery and definition process through stakeholder interviews, user flow mapping, and feature scoping, translating client goals into clear product requirements, wireframes, and prototypes.
- Adapting to varied design workflows, leading end-to-end product and brand creation or seamlessly integrating into existing brand books and guidelines.
- Collaborating closely with software developers to design and implement tailor-made functionalities.
- Building digital products fully optimized for web, tablet, and mobile devices, ensuring consistency, accessibility, and responsiveness through adaptive component-based design.

2023 — Product and Brand Design Intern — Riskified, Tel Aviv, Israel

- Partnered with cross-functional teams to design product features in high-paced B2B SaaS environment.
- Created wireframes and prototypes to optimize the product design process, using Figma and Adobe.
- Designed graphics for digital and print, leveraging design principles to enhance brand identity.

Military Service

2015 – 2018 — Software Engineer — Unit 81- IDF Technological Unit

- Designed and implemented mission-critical technological solutions that facilitate intelligence collection and analysis, and support strategic decision-making.
- Worked with Python, Jira and Github for coding, managed both Linux and Windows operating systems, and handled Cisco communication infrastructure as well as VMware for virtualization.
- Commanded and trained 16 soldiers in one of the elite cybersecurity courses of Unit 81.

Education

2020 – 2024 — Visual Communication — Shenkar School of Engineering & Design

- Participated in a 4-years program focusing on digital product design and development.
- Gained comprehensive proficiency in Figma and Adobe, serving as primary design tools.
- Won 1st place- "Mindstate digital products Ideation Competition", in collab. with Cornell Business School.
- Won 1st place- "Design Thinking Course" Competition, jointly held by Tel Aviv University and Shenkar.