

Shai Muki

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Work Experience

Niio Art

Senior Product Designer · Mar 2022 - Jan 2023

- Led the design of Niio's Web app for responsive web view (desktop, mobile, and iPad). Created the app design system to keep the design consistent, ease collaboration with the development team and save time.
- Led the design integration of the NFT layer of features and information on the Niio platform.
- Worked closely with developers to ensure a quality design implementation.
- Laying out the design foundations and first phase of Niio's Apple TV app for B2C users.
- Designed the latest phases of Niio's Samsung TV app, focusing on small business users and private users.

Product Designer · Jan 2019 - Mar 2022

- Designed Niio's Samsung TV app for business users.
- Designed the Onboarding flow for Niio's mobile app, focusing on private and business users.
- Conducted extensive user research, constructed UX flows, wireframes, and interactive prototypes.
- Worked closely with developers, product managers, and CTO to enhance product features and meet business goals.
- Designed Niio's website, and took part in defining the company's brand guide.

Bezalel Academy

2017

I took part in the Spanish Design Week branding team of the academy.

2016

Designed the entrance exams for potential students at Bezalel Academy.

Education

Bezalel Academy of Art and Design, Jerusalem

2013 - 2017

B.Des Degree in Visual Communication.

Skills

Design

Information architecture, Interaction design, User research, Usability testing, Wireframes, User flows, Visual design, prototyping, Video creation.

Design tools

Figma, Sketch, Principle, Zeplin, Adobe creative suite, HTML/CSS, Invision.
Basic knowledge in JavaScript and React.

Collaboration

Self-starter, Team player, Communicative, Detail-oriented.