SHIR BRICKMAN LEVIT

PRODUCT DESIGNER (UX/UI)

🌐 **shirbrickman.com**
✉ shirbrickman@gmail.com
📞 050-3377131

WORK EXPERIENCE

Product Designer | Chegg, 2024-Present

- Designed new features to improve user retention for the Chegg Study app, serving over 600K monthly active users.
- Conducted usability testing to gather feedback and iterated on designs to enhance user experience.
- Collaborated with product, engineering, research & design teams in an agile environment to develop a user-centric product.
- Presented design concepts and prototypes to executive stakeholders, influencing roadmap decisions.
- Explored AI-driven solutions to enhance user value and innovate Chegg's offerings, aligning with business objectives.

Product Designer | MindCET, 2021-2022

- Led the full UX/UI design process for a new Ed-tech product, from ideation to execution.
- Conducted market and user research, identified user pain points, and defined use cases.
- Designed user flows, wireframes, UI components, screens and interactive prototypes with Figma.
- Validated and improved designs through user testing and iterations.
- Collaborated closely with developers, PMs and designers.

Digital Media Expert | McCann Valley, 2020-2021

- Led digital marketing campaigns for large B2C clients (Quik, Mimun Yashir, etc.) with budgets up to 1M NIS.
- Used Google Analytics to gather and analyze data from digital assets and campaigns.
- Performed A/B testing and optimization to enhance performance and meet KPIs.
- Conducted market analysis, and created dashboards and reports.

Conversational Designer | Virtual Spirits, 2017-2020

- Designed complex chatbot flows and automations for global B2C and B2B clients.
- Mapped clients' digital assets to identify user needs, build information architecture and define possible use cases.
- Improved chatbot flows and user experience through data analysis.
- Designed chatbot UI elements in line with brand language.

EDUCATION

User Experience Design
2021-2022 | University of Haifa

B.A. Instructional Design
2016-2019 | HIT - Holon Institute of Technology

SKILLS

- User-centered design
- User research
- Wireframing
- Prototyping
- User flows
- Usability testing
- Interaction design
- Information architecture
- Visual design
- Product strategy
- Data analysis
- Design thinking

TOOLS

Figma, Axure, Adobe Photoshop, Adobe Illustrator, Google Analytics, HTML, CSS, JavaScript, SQL

MILITARY SERVICE

Full military service in a sensitive position at unit 8200.

LANGUAGES

Hebrew - Native
English - Fluent
Arabic - Basic