SHIR SHEMY
SENIOR PRODUCT DESIGNER

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Experience

April 2024 - Present
ZoomInfo | Senior Product Designer

- Leading the design and iteration of multiple features in SalesOS, including AI-powered tools for a large-scale B2B platform, balancing user needs with business goals.
- Leveraging AI coding tools for rapid prototyping and interactive design validation.

June 2022 - April 2024
ZoomInfo | Product Designer

- Led end-to-end design of key features for Engage, Chorus, and later SalesOS, from research to development handoff.
- Collaborated closely with product, engineering, and data teams in a fast-paced environment to ship impactful features.
- Led accessibility efforts within the product design team.

April 2020 - June 2022
12handz @ Camilyo | Product Designer

- Designed web/mobile interfaces for a complex B2B platform.
- Led products from ideation through research, wireframing and prototyping, usability testing and development handoff.

July 2020 - June 2022
Create Future | Lecturer

- Webflow 8-hours crash course for UX/UI students aims to help them build their portfolios.
- In this course, I taught the building blocks of Webflow— a no-code visual editor—while emphasizing the fundamentals of HTML and CSS to help students understand web page structure.

January 2016 - December 2018
Mindbreak Escape Room | Founder and Manager

- Originated the concept of the game and designed it's interior spaces and riddles.
- Managed 3-4 employees at a time.
- Hands on managed all marketing efforts including: our website, Google analytics, SEO, and social media.

October 2012 - August 2015
INMI, Israeli Navy | Reaserch Assistant

- Managed research at the "Motion Sickness" and "human Performance" laboratory.
- Participated in two scientific articles we wrote.
- Managed the medicinal needs of the soldiers.

Education

2019-2020
Create Future School
Diploma in UX design
Diploma in UI design

2017-2018
She Codes
Studied and **mentored** in front-end development

2016-2018
The Open University
Visual Communication

2009-2012
Ben Gurion University
Life Sciences

Design Skills

- Figma
- AI coding tools (e.g., V0.dev)
- Webflow
- Knowledge of HTML & CSS
- Adobe Suite
- Axure

Languages

Hebrew - Native
English - Full proficiency