Einav Mshelh

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Ux & Product Designer

4+ years in product design and 8+ years in the design industry. Specializing in high-complexity B2B and B2C systems and data-driven dashboards.
Leads end-to-end design from discovery to delivery, aligning user needs with business goals through scalable systems and data-informed decisions.

Professional Experience

Jun 2025 - Now
UX & Product Designer | Omnis
- Lead end-to-end design from discovery and definition to final delivery
- Define product requirements and UX specifications for development
- Build scalable design systems and leverage AI tools to improve efficiency

Dec 2024 - April 2025
Product Designer | Bigid
- Redefined the learning platform experience to improve usability and content clarity
- Translated research insights into scalable UX principles and product structure
- Expanded the design system with reusable components to support product growth

2023-2024
UX/UI and Brand Designer | Checkmarx
- Conducted UX audits and usability testing to identify and resolve friction points
- Created product specifications to align design, product, and development
- Collaborated with developers and performed design QA to ensure quality execution

2022-2023
UX/UI and Brand Designer | Bringg
- Improved UX by aligning user insights with product and business needs
- Designed user flows and wireframes to enhance usability and task completion
- Managed projects end-to-end, from concept to delivery

2021-2022
Product Designer | Gistmd
- Designed healthcare products and dashboards from concept to launch
- Used user data and testing to continuously improve usability
- Built prototypes and supported design system consistency

Education
- **UX Diploma |** Google & Reichman Tech School | 2024 – 2025
- **Visual Communication Diploma |** Tiltan College | 2014 – 2018
- **Additional |** Advanced Figma, Copywriting, Google AI Essentials, Claude

Skills

UX Strategy | User Research | Journey Mapping | Usability Testing |Interaction Design Design Systems | Visual Design | Typography | Storytelling | Tools | Figma | Adobe Suite Miro | Prototyping | Vibe coding