

Sarit Zobel

Product Designer | UI/UX Designer

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Professional Summary

Product Designer With 17+ Years Of Experience In Digital Products, Web, And Mobile. Expert In Merging High-Level Craft With Advanced AI Workflows, Including Early Adoption Of Claude, Nano Banana, And Video AI To Accelerate Innovation And Optimize Design Logic."

Experienced In

- End-To-End Product Design
- UX Flows, Interaction Design, And UI Systems
- Collaboration With Developers And Product Stakeholders
- Designing Complex, Process-Driven Systems

Strong Execution Skills With High Ownership And A Product-Oriented Mindset.

Skills

Product Design & UX

- Product Design
- UX Flows & User Journeys
- Interaction Design
- UI Design
- Design Systems
- Prototyping (Mid-High Fidelity)
- Web & Mobile Applications

Collaboration & Delivery

- Cross-Functional Collaboration
- Working With Developers
- Design Handoff
- Design QA
- Iterative Design

Tools

- Figma
- AI: Claude (Design & Workflows), Midjourney, Nano Banana, Video AI
- Adobe Illustrator
- Adobe Photoshop
- Interactive Motion &
- Interactive Motion
- HTML / CSS/ GSAP

Languages

- Hebrew - Native
- English - Professional Working Proficiency

Professional Experience

Product Designer/Digital Designer (Freelance)

2018 – Present

Product Designer/Digital Designer (Freelance) 2018 – Present
Designing Digital Products For Product Companies, Digital Agencies, And Government-Related Projects

- End-To-End UX/UI Design For Complex Systems, Web Platforms, And Mobile Apps.
- Translating Requirements Into User Flows, High-Fidelity UI, And Production-Ready Solutions.
- Leveraging AI Workflows (Claude, Nano Banana, Video AI) To Streamline Design Logic And Visual Execution.
- Collaboration & Delivery: Close Work With Developers And Stakeholders, Providing Design Handoff And QA.

Key Project:

Israeli Ministry Of Labor (With Gody): Product Design For A Digital System Delivered As A Production-Ready Product.

Digital Designer

Solomon Interactive Ltd

12/2007–01/2018

- UI/UX Design For Websites And Digital Products
- B2B And B2C Client Work
- Collaboration With Development Teams
- Interactive And Animated Assets
- Website And Landing Page Design

Education

Diploma UX - Netcraft Academy

4-12/2023

UX Methodologies: User Research, Personas, IA, And Usability Testing.

Diploma 3D & Animation

10/2014–8/2016

Israel Animation College(IAC), Tel Aviv.

Media Practical Engineering

10/2000–8/2003

Sapir College.

BA Courses In Communication

10/2000–8/2003

Sapir College.