# Shira Diamond

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***Designing intuitive and engaging human-centered digital experiences for maximum impact***

**Relevant professional experience**

2024-present: UX/UI Designer, FatFish

- Design customized, responsive websites and internal platforms for academic and government organizations
- Manage full-cycle UX projects for complex internal platforms and responsive public websites from concept to launch: define goals, uncover pain points through client meetings, conduct weekly check-ins, and guide final handoff to developers and QA teams
- Create initial wireframes and high-fidelity mockups using Figma, followed by data-driven iterations based on user research and stakeholder feedback
- Conduct pre-launch design QA to ensure accurate implementation and maintain usability and design consistency
- Collaborate closely with internal developers, QA and external stakeholders to deliver intuitive and accessible UI for diverse user bases

2024: Product Research/Design Intern, Kaltura, Inc.

- Conducted user testing for a B2B SaaS webinar platform; gathered insights using usability studies, contextual inquiries, and surveys
- Created user journeys to highlight repeated pain points and usage patterns across the product
- Identified opportunities for UX refinements and product improvements based on user research findings
- Collaborated with cross-functional teams (product, design, marketing) in an agile environment

2023: Customer Experience Onboarding Intern, Easyway.ai (now part of Duve.com)

- Researched user needs and pain points and evaluated hotel guest portal flows for enhancing onboarding and customer experiences

**Education**

2021-2024: Reichman University

- BA in Communications, Summa Cum Laude (Interactive Communications specialization + business minor)
- Dean's List (2022-23, 2023-24)
- Third-year UX final project in the Technology and Mental Health research hub
    - Created a mobile prototype for soon-to-be retirees, promoting healthy lifestyle habits
    - Designed and implemented well-architected interaction design principles by creating user flows, wireframes, screen mockups, and visual prototypes
    - Conducted multi-stage UX research (including competitor research, in-depth interviews, focus groups, thematic coding, persona development, data analysis, user and A/B testing)

**Military Service**

2018-2020: Naval Control Supervisor, Surveillance and Monitoring, Operation and Intelligence Unit, IDF

Awards:

- December 2018: "Outstanding Soldier" award at the end of training course
- March 2020: "Certificate of Excellence" for the Southern Maritime Command

**Technical skills:** Figma, Maze.co (user research platform), respondent.io (user testing platform), Dovetail (transcription analysis and coding interpretation), Canva, Monday.com, WordPress

**Languages:** English (native language); Hebrew (excellent)

**Citizenships**: Israel, United States, Canada