

# SHIR SHMUELI ELAZARI

Senior Product Designer

**CONTACT**  
Shir.shmueli@gmail.com  
054-7431002

**PORTFOLIO**  
<https://www.shirelazari.com>

---

## EXPERIENCE

---

### MATRIX EXPERIENCE

Senior Product Designer

JAN 2023- PRESENT

As a UX Researcher, for 3 years at Matrix, I leverage a user-centered approach to gather insights and drive design decisions that enhance user experiences. Skilled in qualitative and quantitative research methods, I conduct user interviews, usability testing, and surveys to uncover user needs and behaviors. I collaborate closely with cross-functional teams to translate findings into actionable design recommendations, ensuring that products are intuitive, accessible, and aligned with user expectations. My passion for understanding user motivations and pain points helps create solutions that not only meet business goals but also delight users.

Product Designer

2022

A team player in Matrix's UX team. Create end-to-end product design with a user-centered approach and creative concept design.

### TRALALA- EVENT DESIGN

Founder and owner

2017- 2021

Founder and owner of an event design and branding company. Planning and designing events for the business and private sector.

Responsibility for company management, quotations, customers, finance, project management - planning and execution, management of staff and salaries, building concepts and design plans for events.

### QPX

Geo Intelligence Analyst

2012-2014

An Israeli start-up for copper exploration and mining in Chile. As a geo Intelligence Analyst, I analyzed and interpreted geospatial data. I was responsible for collecting field data and managing the company's database, ensuring that all information was accessible to employees. Utilizing advanced GIS tools and methodologies, I transformed complex datasets into actionable intelligence, identifying patterns and trends. My expertise included conducting thorough analyses of geographical information, integrating multi-source data, and presenting findings through compelling visualizations.

### MILITARY SERVICE- 81 Unit

Geo Intelligence Analyst

2009-2012

Career soldier in the Technology Unit of the Intelligence Corps (81), reserves duty as Sergeant Major (Rasal). Intelligence Analyst in the technology unit of the Intelligence Corps (81).

### YOUTH MOVEMENT- ZOFIM

2006-2009

Senior education coordinator in Kefar Sava's scouts tribe. A year of service in Bat Yam, part of a commune with Jews from all over the world. Participation in the national delegation to the United States on behalf of the movement.

---

## EDUCATION

---

### UX Course

April 2021

Led by Tal Florentin, CEO of UXVision.

### Holon Institute of Technology (HIT)

2015- 2018

B.design in Industrial Design

### Moholy-Nagy University of Art and Design, Budapest

2016

Erasmus- Student exchange program in the Industrial design Faculty.

### Bahad 15 - IDF school for military Intelligence

2010

Six month course including research methods and intelligence skills.

### Galili High School, Kefar Sava

2006- 2008

Major in Physics and Computers.

---

## DESIGN SOFTWARE

---

Adobe Illustrator	Figma	Microsoft Office
Adobe Photoshop	Figjam	Solidworks
Adobe InDesign	Miro	
Adobe Xd	WIX	

---

## SKILLS

---

UX and UI Design	Information Architecture
Research	Design Thinking
User Journeys	Communication
Prototyping	Leadership
Wireframing	

---

## LANGUAGE

---

HEBREW- Native  
ENGLISH- Fluent