

# Shelly Dalal Product Designer

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## Work Experience

2021 - Present

### UI/UX Designer | CodeOasis LTD

Team player in a project development company.  
UX problem solver and UI designer of responsive desktop & mobile clients' products.  
Clients: Migdal, Menora, Altshuler Shaham, Cellcom

2019 - 2021

### Product Designer | B2C App

Solo freelance UI/UX product designer for a B2C application.  
The process included full research, competitive analysis, user journey map, wireframe, prototype, and a final, fully designed MVP mockup.

### Product Designer | Freelance

Designed projects from home, due to Covid-19

2018 - 2019

### Senior Visual Designer & Junior UXer | Impression Digital Media

Designer team lead. Responsible for the quality of the digital materials design.  
Junior UX Designer. A UX problem solver for the agency's clients' products.  
Clients: Fiat, Mey Eden, Gindi TLV, Luzon group, YBOX

2015 - 2018

### Graphic Designer & Concept Artist | Yehoshua\TBWA

Clients: Ofer Malls, The Israeli Opera, LG, Studio C

2010 - 2014

### Graphic Designer & Concept Artist | Adler Chomski - Group Grey IL

Clients: Pelephone, Bank HaPoalim, Pais, Bezeq, Tami 4, Skoda, Volkswagen, Seat, Steimatzky, Delta, April

## Languages

Hebrew - Native | English - High Level

## Education

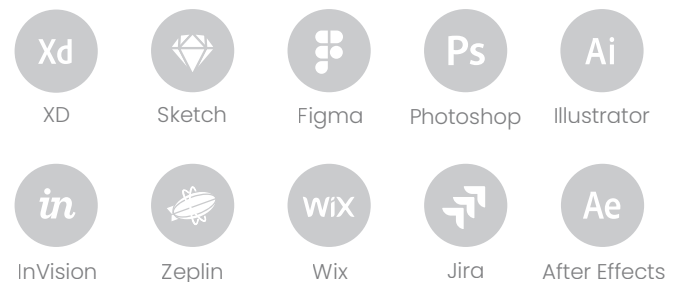
**Basic Web Frontend** | She Codes;  
*These Days* HTML5, CSS, JavaScript

**UI & UX Design** | Netcraft academy  
Diploma in user experience and interface design

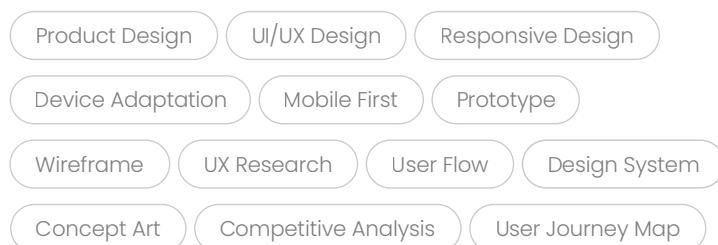
**Web Design & Marketing** | Mentor  
Diploma in web design and digital marketing

**Art & Design** | Amal Net Art school  
Graduate of Art and Design Diploma - 3 Years

## Tools & Technologies



## Industry Knowledge



## Personal Skills

