

Eitan Shiber

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WORK EXPERIENCE

Product Designer

August 2018 - Present

Scanovate

The company product B-Trust, is a B2B2C outreach platform that enables financial organisations to create digital processes that combine information collection (digital forms or scanned documents), signatures, and biometric identification.

As the sole designer in my first year, I led the design vision for the company and contributed to product strategy and decision-making. I designed new features as well as overhauled visual design for both product and marketing by introducing a company-wide style guide, all while working closely across multiple development teams within an agile environment.

Following the first year, we expanded the design team with me managing remote designers. This step allowed me to focus more on the user experience, turning complex work flows into simple and intuitive interactions.

From start to finish, I contributed to the design of new features. I conducted user research, created wireframes and prototypes, and worked closely with PMs and developers throughout the development cycle.

Design Lead

October 2009 - July 2018

Shapo Creative - Branding Agency

Delivered a wide variety of marketing material - including brand identity, websites & landing pages, mobile apps, emails, social media posts, banner ads, animations, and more - to clients spanning different industries.

Software

Sketch
Figma
InVision
Illustrator
Photoshop
After Effects
InDesign
HTML, CSS

Hard Skills

User Research
Product design
Art Direction
Visual Design
Wireframing
Prototyping
Brand & Identity

Soft Skills

Communication
Empathy
Teamwork
Problem-Solving
Independence

EDUCATION

Mentor College - Web Design, HTML, CSS

2010 - Tel Aviv, Israel

Minshar School of Art & Visual communication

2008 - Tel Aviv, Israel

Ascola-Meimad College of Art Design and Architecture

2004-2007 - Tel Aviv, Israel

LANGUAGES

Hebrew English