


# SARAH BEN SHALOM

## PRODUCT DESIGNER

[PORTFOLIO](#) |   
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### PROFESSIONAL SUMMARY

Versatile UI/UX Designer with 10+ years of experience and a track record of delivering 100+ projects across diverse industries (Enterprise, Fintech, Industrial, etc.). Expert in rapid project onboarding and adaptation to complex business requirements. Actively leverages Generative AI to optimize design workflows, accelerating product delivery and enhancing output precision.

### EXPERIENCE

#### COMMIT 2015 – Present

##### Senior Product Designer 2021 – Present

- **AI & Vibe Coding:** Revolutionizing the design-to-prototype lifecycle by using Bolt and Lovable for functional coding and Figma Make for automated design iterations.
- **Generative AI Leadership:** Implementing Claude, ChatGPT, and Midjourney to enhance product thinking, rapid wireframing, and high-fidelity asset generation.
- **Complex Ecosystems:** Architected a comprehensive Back-Office platform for a Tier-1 Israeli enterprise, transforming intricate business logic into a streamlined operational tool.
- **Operational Excellence:** Optimizing data-heavy workflows and information architecture to significantly reduce cognitive load and increase task execution speed for internal users.

##### UI/UX Designer 2018 – 2021

- **Tier-1 Partnerships:** Delivered high-impact UI/UX solutions for global industry leaders, including IBM and Ribbon (ECI), ensuring alignment with strict corporate standards.
- **Scalable Design Systems:** Specialized in translating complex business requirements into comprehensive design systems and style guides to ensure 100% design-to-code accuracy.
- **UX Optimization:** Re-engineered navigation architecture for over 10 major projects, reducing the number of steps to complete core tasks by 30%.
- **Cross-Functional Collaboration:** Partnered closely with Product Managers and Engineering teams to ensure seamless handoff and reduce front-end revision cycles.

##### UI Designer 2015 – 2018

Produced high-fidelity mockups, custom icons, and UI components for brands like, Copia, Watergen, and Unitronics.

### HARD SKILLS

- Design Systems
- Complex Systems Design / Enterprise UX
- Information Architecture (IA)
- User-Centered Design (UCD)
- Rapid Prototyping
- Product Thinking
- Generative AI in Design

### TOOLS

- **Figma:** Auto Layout, Variables, Components, Prototyping.
- **AI Tools for Design:** Midjourney, DALL-E 3, ChatGPT, Claude, Gemini etc.
- **AI Tools for UX/UI:** Figma Make, Agentic AI, Lovable, Bolt - continuously exploring new tools.
- **Management:** Jira, Monday.com.

### EDUCATION

#### Netcraft Academy 2017 – 2018

##### UX Design Course

#### 6B Studio 2013 – 2014

##### Graphic & Interactive Design Course - Graduated with honors

#### Moscow State Open University 1999 – 2003

##### Bachelor's Degree in Management

**Languages:** Hebrew, English, Russian