

# Shiri Harel Albo

## Senior Product Designer

[shiriharelalbo.com](http://shiriharelalbo.com)

[shiri.oded@gmail.com](mailto:shiri.oded@gmail.com)

+972-52-5614401

## Summary

Senior Product Designer with 16 years of experience in UX/UI design, interaction design, and information architecture (IA), with hands-on experience in UX research. Skilled in design systems, complex flows, and data visualization, delivering end-to-end product design across mobile, web, and desktop. In recent years, I've integrated AI tools to accelerate research and creativity while collaborating closely with PMs and developers in agile teams.

## Experience

### 2022–Present | Bank Hapoalim – CX Studio

#### Product Designer & Illustrator

- Led UX research, UX/UI design, usability testing, QA, and process optimization for digital banking projects.
- Contributed to DSM improvements and integrated AI tools in cross-functional agile teams.

### 2018–2021 | Simpool

#### Brand & UX/UI Designer

Delivered wireframes, prototypes, high-fidelity mockups, and branding assets.

### 2011–2016 | Colabo

#### Brand & UX/UI Designer

Designed end-to-end user experiences from beta to launch, including product interfaces and visual design.

## Freelance Projects (2020–2021)

**Gevasol** Redesigned legacy HMI system, simplifying workflows and improving usability with senior engineers.

**Atlantium** Reimagined dashboards and flows with new UX/UI and data visualization.

**Vishay** Redesigned C-Vision HMI software with modern UI to enhance usability and consistency.

**HBH** Created pitch decks and investor presentations with clear visual storytelling.

## Education

- 2019 UX Program, Create Future School
- 2017 UX Design, Create Future School
- 2008 B.Des, Jewelry Design, Shenkar College

## Military Service

2000–2001 | IDF Intelligence Corps, Information Security NCO

## Skills

- **UX/UI:** Research, Wireframes, Prototyping, Interaction Design, IA, Usability Testing, Design Systems
- **Design:** Visual Design, Branding, Illustration, Data Visualization
- **Tools:** Figma, Adobe Suite, Sketch, Zeplin, Jira, AI tools
- **Collaboration:** Agile teamwork with PMs & developers

## What else?

Tattoo artist, marathon runner, vegan cook, barefoot country girl, pencils & paper enthusiast, music lover