

MAY KESHET SHAMIR



UX/UI & CREATIVE DESIGNER

CONTACT DETAILS

Tel Aviv
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www.maykeshet.com

SKILLS

XD | Illustrator | Photoshop
Figma | InDesign | Miro
Premiere | AutoCAD | 3D Max

SKILL HIGHLIGHTS

- Project management
- Strong decision maker
- Wireframing
- Prototyping
- User Research
- Usability Testing
- Complex problem solver
- Leadership
- Innovative

LANGUAGES

Hebrew – Native
English – Fluent
Spanish – Fluent

EXPERIENCE

2021-present: Creative Designer at Playtika

- Working under tight deadlines with the ability to adapt quickly and flexibly
- Lead the design and execution of user-centered assets for mobile games, improving key user metrics and player engagement.
- Collaborate with cross-functional teams (product, marketing, etc) to align design concepts with brand identity and project goals.
- Developed UI/UX designs for game interfaces, focusing on user journeys and usability to enhance player experience.
- Create high-quality illustrations, animations, and graphic assets for in-game elements, promotions, and ad creatives.

2019-2021: "GOOD PHARM" - Product designer

- Branding and designing product collections
- Leading the development of products from concept to completion
- Characterizing the desired message and creating a design solution that best represents the product

2019-2020: The College of Management

- After winning a competition, I was appointed as the graphic designer for the student union and created a new branding for the union.
- Responsible for the ongoing design of all content in media and in print

EDUCATION

2016 - 2020: B. Design interior - degree in interior design and visual communication at "The College of Management Academic Studies"
2008 - 2011: Full matriculation certificate from Gimnasia Realit high school, Rishon Le-Zion

I'm a passionate UX/UI and creative designer with a strong background in crafting fun, eye-catching visuals for mobile games. I love taking ideas from concept to final design always with an eye on both usability and style. I'm all about finding smart, simple solutions and keeping projects on track, even when deadlines are tight.