Limor Shoval

Creative product designer with over 7 years of hands-on experience facilitating effective collaborations that optimize the innovative user experience and creative design. Proven ability to focus on people's experience on web and mobile apps and resolve complex challenges with designs that attract users.

Santa Cruz, CA
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Portfolio
LinkedIn

EXPERIENCE

Hero Digital, San Francisco, CA — **Product Designer**

2021 - Present

• Provided product design services to 1 of the top-5 Bay Area fortune companies.
• Developed creative designs for Enterprise products and tools.
• Created a full spectrum of innovative design solutions, aligned with the business goals and user needs.
• Collaborated with interdisciplinary project teams and presented progress to product managers and engineering teams.

SpaceIQ, Mountain View, CA — **Product Designer**

2020

• Designed a B2B enterprise SaaS platform for workplace management, focusing on a simplistic and user-friendly experience.
• Collaborated with engineering, product, and customer success teams to drive strategic decisions and manage designs from concept to successful launch.
• Integrated customer success requirements into the platform's next-generation redesign while taking into consideration customer pain points, user needs, and product opportunities.
• Developed design guidelines to ensure adherence across products and pages and improve user experience as well as industry standards.
• Re-designed the SpaceIQ mobile app to address flow and frequently used functions, resulting in reduced development time and increased customer engagement and satisfaction rates.

Limor Design Consulting, Palo Alto, CA — **UX/UI Designer**

2014 - 2019

• Led key design projects for Bay Area startups: ZinkLocal, Intro, Habitz App, LUPR, Israeli Visual Arts, Kumbaya App, Third Way Studio, and others.
• Provided advanced product services from concept to deployment, including design and development of visual assets, UX flows, wireframes, prototypes, and high-fidelity mockups.
• Collaborated with C-level executives, product, engineering, project, and design teams to create satisfactory experiences on time and within budget utilizing a user-centered design approach.

Fashion Design Work, Chicago/Palo Alto — **Product Design** *Manager*

2007-2014

• Designed and produced clothing according to extensive research of customer needs and trends. Determined design and technical specifications for products.
• Key customers: Claire's, Hope's Closet, Shilav.

SKILLS

Design:
• Illustration & UI graphics
• Typography
• User Flows
• Concept Sketches
• Wireframes & Mockups
• Style guide & pattern library

Prototyping:
Rapid prototyping using Invision or Figma

Areas of Expertise:
• Create pixel-perfect designs
• Research and advanced user-centered design
• Manage complex projects in fast-paced environments
• Cross-functional collaboration
• Critical thinking, conceptual problem-solving, and excellent communication skills

TOOLS

Figma
Sketch 3
InVision
Illustrator
Storybook
Photoshop
Jira

EDUCATION

UC San Diego, Coursera
Interaction Design

Stanford Continuing Studies
HTML 5

Shenkar College of Engineering & Design
Bachelor of Art in Design