

# Tirtza Shatz

UX-UI Designer

✉ [tirtzashatz@gmail.com](mailto:tirtzashatz@gmail.com)    ☎ +4915226019646    📍 Berlin    🌐 [tirtza.me](http://tirtza.me)    🔗 [LinkedIn](#)

I'm a UX-UI designer with an experience of more than 16 years in a variety of design mediums. UX-UI design combines my skills perfectly as being the median point between my visual design skills and my compassionate humanistic approach. My outlook is always optimistic, and I am both pro-active and flexible which makes me an excellent team player. My career is a significant part of my well-being, I'm a woman in a stunning technological world, always aspiring to success and fulfilment.

## Professional experience

### UX/UI Design | Book holistic treatment | 2024

Book Holistic Treatment is an early-stage startup, and I was a vital part of the founder team. Together, we built the company's identity and established a new brand. My responsibilities included product design, user research, MVP planning, product strategy, branding, and UI design.

**Skills:** User research, Product strategy, Figma, Prototyping, Hi-Fi design, User centric design, MVP.

### UX/UI Design | Plista Self-Service | 2022 - 2024

At Plista, I redesigned a B2B self-service platform, including: user research, wireframes, Hi-fi screens, prototyping, accessibility and usability testing. I built the design system from scratch and documented the components rules and expected behaviours, and worked closely with the front-end developers creating a well-structured handoff process.

I specialised in solving UX problems and went deep into the product logic, finding solutions for a better user experience. I left a significant mark on the product and the company's culture.

**Skills:** User research, User testing, Accessibility, Usability testing, Product localisation, Design system, Figma, Redesign, Prototyping, Hi-Fi design, User centric design.

### Product Designer Minded-life | 2019 - 2021

I was the designer of Minded-life, in charge of the web design, branding, marketing materials, and the online platform. I provided user research methods including user surveys and interviews, while the conclusions were implemented in the design, branding, and business strategies.

**Skills:** User research, User interview, Localisation, Web design, Branding, Marketing strategy, Business strategy.

### Set and costume designer - Theatre and Dance | 2016 - 2021

I designed entire stages and costumes for thousands of actors and dancers, dealing with the production process including budgets and staff.

I collaborated with creators from a variety of fields, helping them to bring their ideas into the visual world, while always emphasizing the viewer's experience.

**Skills:** Costume and Stage Design, Production, Management.

### Owner & Designer | Online Fashion Business | 2011-2016

As a business owner in the fashion field, I dealt with market research, competitor research, collections design, photography and catalog production, branding, building an online store, marketing, and sales.

**Skills:** Fashion design, Management, Production, Marketing Strategy, Business Strategy, Branding.



## Skills

Figma  
Prototyping  
User Research  
User Testing  
HTML, CSS (Basic)  
Adobe: Ai, Id, Ps  
Jira  
Scrum Methods  
Constructive Communication

## Education

Advanced UX/UI Design  
Bootcamp | Muse Case  
Labs

Bachelor's Degree In  
Design | Bezalel Academy  
For Art And Design  
Jerusalem Israel

## Languages

English - Fluent  
German - B1 Level  
Hebrew - Native

## Values

Empathy  
Accessibility (Information And  
Knowledge)  
Human Rights