

# Sapir Sabag Berrhoun

## UX | UI & Industrial designer

### Hey! I'm Sapir

A UX/UI Designer with 4 years of experience and a degree in Industrial Design. I am innovative, creative, and hardworking, always aiming to design with a strong focus on user-centered experiences and a dash of humor. I strive to learn new skills, love a good challenge, and tend to find creative and effective solutions.

### Work experience

#### 2021 - Present : Art director, at Data Pro Proximity

Extensive experience in UX/UI design, leading end-to-end processes for complex, large-scale websites such as Wegovy, ProDuoDopa, Nativ, and more. • Self-taught in Webflow, through which I built the company website: [www.datapro.co.il](http://www.datapro.co.il) • Designed digital products and landing pages for various customers (Maccabi, Mifal HaPaysis, Colmobil, and more), including Salesforce-integrated email systems. • Created digital and social media assets in collaboration with marketing and development teams, ensuring brand consistency and optimal user experience.

#### 2019-2020: Industrial designer, at Funkier Company.

"Funkier" company manufactures cycling clothes and equipment. I operated daily with various factories in China. I managed the product files and the production line • I was responsible for the graphic designs and of the custom-made cycling outfits designs for private and commercial clients • Designed and modeled in 3D the company's booth for an international show in Taiwan.

#### 2017-2018: Internship in the startup, "Live Trip".

Ux\Ui • App design • Characterization and preparation of flow screens and usage scenarios.

#### 2016-2018: Shift Manager, "Yes Planet" cinema, Jerusalem.

Responsibility for finances and employee management.

### Education

#### 2020 - 2021: UX\UI course at Netcraft Academy.

#### 2014-2018: B.Des degree, in inclusive industrial design.

Hadassah Academic College in Jerusalem.  
Understanding of usage scenarios and user needs • Creating a product development brief • field research and user research • Designing logos and presentations • Branding and creating a design language • Using workshop equipment (Lathe, Milling, etc.) • Preparing files for laser cutting, CNC and 3D printing.

#### 2013-2014: Wood carving course • Goldsmith's course.

#### 2010: Harel high school, major in art and literature.

### Skills & Tools

- Adobe XD
- Figma
- WordPress
- Elementor
- Webflow
- Pulseem
- Wix
- Illustrator
- InDesign
- Photoshop
- Office software

#### 3D Modeling:

- Solidworks
- Rhino
- Keyshot

#### AI tools:

- Midjourney
- chat gpt
- Photoshop AI

### Languages

Hebrew - Native.

English - Full Proficiency.

### Scholarships & Volunteering

#### 2017: Alyn Hospital, Center for Children and Youth Rehabilitation.

Hackathon developing products for children with special needs at Alin Hospital Innovation Center.

#### 2015-2017: "KoomKoom" Theater.

Building stage sets and puppets for theater, a part of designing its site and operating art booths for kids.

