

NOA SHOHAM

UX / UI Designer

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noa1shoham.com / Portfolio

EXPERIENCE

- 2025 - Present **Zap Group** UX Experience
- Defined website UX specifications through client discovery and user-focused analysis.
 - Coordinated projects between clients and designers from concept to delivery.
 - Optimized existing systems and websites to improve usability and user experience.
- 2025 - **Cracking the Glass Ceiling "Sodkot" Program - Collaboration with "Wix"**
Mentoring young girls in building websites about inspiring women as part of a gender empowerment program.
- 2022 - 2023 **Laboratory for social and motor cognition** Research Assistant
Perform meaningful behavioral analyses using statistical software and deriving actionable insights into cognitive processes.
- 2019 - **Ben Shemen Youth Village** Children's Guide
Guided at - risk youth, maintained communication with parents to assess needs, and developed tailored schedules and activities.
- 2017 - 2019 **IDF: "Shaldag" Unit, Israel Air Force** Kambatzit at the Unit's Training School & Combat Supporter

EDUCATION

- 2023 - 2024 **Netcraft Academy** UX UI Designer
Gained hands-on experience in user research, persona creation, wireframing, prototyping, and designing responsive high-fidelity interfaces for multiple devices.
- 2020 - 2024 **Tel Hai Academic College** B.A in Psychology and Education
Introduction to Designing Learning Environments - process design and management.
- 2013 - 2016 **"Amit" High School**
Focus on Psychology, Sociology and Communication.

VOLUNTEERING

- 2016 - 2017 **Ben Shemen Youth Village** Shnat Sherut Year of Service.
Led and mentored a group of 32 high school-aged youth, fostering personal growth, teamwork, and effective management of daily challenges.
- 2008 - 2016 **Israeli Scouts** Instructor, Rashgadit, Lead coordinator for summer camp setup

SKILLS

- User Experience
- User Interface Design
- Product Research
- User Research
- Design Systems

TOOLS

- Figma
- Photoshop
- Illustrator

LANGUAGES

- Hebrew - Native
- English - Proficient

INTERESTS

- DIY & Crafting
- Sewing
- Traveling
- Woodworking
- Volunteering