Shachar Pearl

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Linkedin Profile

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Education

2008-2012
Bezalel Academy of Arts & Design, Jerusalem - **Visual Communications (B.Des)**

2008
Hasifa - Communication & Digital school, Herzeliya
Screenwriting course

Military Service

2003-2006
Research & Analysis Division (Hativat ha-Mehkar) - IDF military intelligence unit

Languages

English ★★★★★
Hebrew ★★★★★

Skills

Figma, Sketch, Adobe CC (Photosop, Illustrator, Indesign, Premiere), Wordpress, Keynote, MS Office, Micro-copy and content, basic HTML/CSS

Product Design Lead (2020 - current)   Healthy.io

- **Design director tenure** - During 2021 I served as the company's Design Director (stepping in during a parental leave for 9 months), managing a group of 10 designers (product, marketing & motion) and overseeing all design-related projects in the company
- **Product lead duties** - After this period I assumed my current role, overseeing all product-related tasks and mentoring other product designers in the team
- **Hands on product designing of the company's core products (B2B & B2C)**: Expanding and developing existing flows, UI, UX, micro-copy changes and new features on a series of mobile apps of the company's home urine tests (iOS/Android versions), including prototyping, wireframes and UI design.
- **Leading the design and UX planning of a new B2C app** for our wound care service: The process included ideating and iterating the new flow from scratch (based on insights from our current apps), illustrating the new chatbot character and working on the micro-copy throughout the user's journey.
- **Design system lead** - Leading a joint process of researching and creating the company's first design system for its various products and services (both mobile apps and desktop-based complex systems)
- **Re-branding Healthy.io's line of home urine tests** - As part of the company's process of renaming its various products and services I designed the new logos for Minuteful Kidney, Minuteful 10 and Minuteful UTI, and established the new visual language in the apps.
- **Package designing of the company's line of kits**
- Taking and active part in the recruitment process of other designers

Product Designer (2016 - 2020)   ParKam
Sole product designer of the company, responsible for:

- **UI/UX of the company's products** - iOS/Android apps and a web-based BI Tool
- Working closely with the CEO and bizdev on strategic keynotes for investors, board meetings and promotional purposes
- **The company's website** - Planning, designing, building it and maintaining it
- **Marketing materials**: Brochures, banners, linkedin posts, conference booths
- **Video editing** of promotional videos and product-related videos

Product Designer (2015 - 2016)   MyPermissions
Sole product designer of the company, responsible for:

- **iOS / Android app** - Planning and designing the app from scratch, with ongoing iterations and additional features, working side by side with the PM and dev team.
- **UI/UX of a Chrome/Safari extension** - Complete re-design
- Designing a new website for the company
- Marketing / PR designs for the company

UI/UX Designer (2013 - 2015)   norbert

- UI/UX of various mobile & web projects (CellcomTV, Sedona, Groupics App)
- Being a part of multiple branding projects
- Designing marketing materials, including business presentations (among the clients: Cellcom, Bank Hapoalim, DavidShield)

Art Director (2012 - 2013)   TBWA\יהושע
Creative and Art direction for campaigns and marketing

Graphic Designer (2010 - 2012)   THE JERUSALEM POST