SHAKED EDUT

Product & UX/UI Designer | Complex Enterprise Systems, Design Systems & AI Prototyping

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SUMMARY

Product and UX/UI designer with 3 years of experience designing enterprise systems, from user research to the final interface. At an IDF Information Systems & Software Center, working alongside Microsoft, I simplified complex multi-team workflows into shared platforms, drove 9 of 12 organizations to 100% adoption, and set the center's visual language. I design across product, presentations and marketing, and today I use AI tools to move fast, from rapid concepting to working coded prototypes.

CORE COMPETENCIES

- **UX & Product:** User interviews, workflow mapping, information architecture, user flows, wireframing, microcopy
- **UI & Visual Design:** UI for web, mobile and wearables, design systems, typography, color and layout
- **Marketing & Brand:** Presentation design, email campaigns, brand identity, brand books, illustration, hand lettering
- **AI & Prototyping:** Hands-on vibe coding with Claude, turning designs into working coded prototypes; ChatGPT, Midjourney
- **Tools:** Figma, Illustrator, Photoshop, InDesign, Procreate, Elementor

EXPERIENCE

Independent Product & Brand Designer 2025–Present

- Deliver brand and digital design for enterprise clients, mainly the Israel Ministry of Defense, from complex requirements to production-ready assets.
- Designed marketing email campaigns as a design contractor for an e-commerce company, using AI-augmented workflows (Claude, Midjourney) for rapid concepting.
- Build brand identities, brand books, typography and UI guidelines, including a physiotherapy studio identity.

IDF Information Systems & Software Center, in partnership with Microsoft

Systems Designer & Client Lead, Graphic Design Team Lead (Civilian) 2023–2024

- Owned end-to-end product UX and adoption of an enterprise knowledge-management platform across 12 organizations and ~700 users: secured mandatory-use directives, optimized onboarding, and brought 9 organizations to 100% adoption (one department grew from 3 to 65 active users).
- Interviewed managers and end users in every organization to map workflows and pain points and ran 2–3 UX iterations per build; one landing-page redesign lifted usage by ~23%.
- Designed and deployed a wartime system cutting equipment allocation for all combat units from months to weeks.
- Designed the information architecture and landing pages of an organizational site serving thousands of users.
- Created e-learning modules and led user trainings with presentations I designed.
- Led a 3-designer graphic team in a major branch, setting a unified visual language and running structured design reviews; units began actively seeking out design work.

Systems Implementation Specialist & Graphic Designer (Military Service) 2021–2023

- Led the design of a unified detainee case-management system with Microsoft: mapped pain points across the prosecution, defense and court units and replaced siloed processes with one shared platform, cutting 3 forms and a handoff per unit.
- Worked with developers during UAT to catch critical interaction bottlenecks and flow failures before launch.
- Designed 20+ presentations for senior IDF leadership, turning complex programs and information into clear visual stories.
- Defined the center's visual language; branded 2 large-scale events and 10+ smaller ones, logo to merchandise.

EDUCATION

Advanced UX/UI Design Program | Graphical College 2025–2026

Research, wireframing, Figma prototyping, design systems, microcopy. Case studies: Clarity (iOS and Apple Watch app), Evenly (RTL web app with its own design system, born from a shared Excel sheet and built as a working prototype with Claude).

LANGUAGES

Hebrew: Native | **English:** Full professional proficiency