

Jonathan Shamir

Senior UX Designer

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PROFESSIONAL SUMMARY

Senior UX Designer with 15+ years of experience designing complex B2B and SaaS products end to end, from discovery and research through high-fidelity delivery. Drives user-centric solutions that balance business goals with user needs. Recent work includes integrating AI-driven prototyping and modern design tools (Lovable, Gemini, Claude, etc) into the design process to accelerate iteration and improve quality. Known for collaborative leadership, clear communication with all stakeholders, and deep empathy for user behavior across product lifecycle.

SENIOR EXPERIENCE

HYPER/STOIC, Israel— *Freelance UX & design*

Sep 2025 - Present

Leveraging 15+ years of design leadership to deliver end-to-end solutions for startups, from user research to AI-accelerated prototypes that simplify complex technical workflows.

- Conduct strategic wireframing and high-fidelity prototyping with AI tools (Lovable, Gemini, Claude) to shorten design-to-production timelines.
- Bridge technical challenges with intuitive user experiences, enabling faster iterations and client launches.
- Provide full-spectrum support: research, IA, visuals, and handoff specs for B2B/SaaS products.

Sabbatical for Upskilling & Creative Exploration

Feb 2023 - Sep 2025

Dedicated time to personal recharge, mastering AI-driven design tools (Lovable, Gemini, Claude), and exploring illustrative arts including tattoo design to broaden creative

perspective.

Affogata, Israel— *Lead UX & designer*

Full time · Apr 2018 - Feb 2023 · 4 yrs 11 mos

Led end-to-end UX/product design and marketing materials for a B2B SaaS pivot that transformed the company and powers workflows for top gaming firms worldwide.

- Drove 18-month product pivot from legacy offering to innovative SaaS platform, defining information architecture, user flows, and high-fidelity prototypes that accelerated go-to-market.
- Collaborated with executives and devs to deliver pixel-perfect designs, boosting user adoption and enabling enterprise-scale deployments.
- Created marketing assets that supported customer acquisition and positioned the product as an industry leader.

Newsfusion, Israel— *Lead UX & designer*

Full time · Nov 2014 - Nov 2017 · 3 yrs 1 mo

Owned end-to-end UX/UI design and marketing materials for four cross-platform news apps (iOS/Android), collaborating closely with devs and executives to shape features and roadmaps.

- Designed user workflows, wireframes, and pixel-perfect interfaces that enhanced engagement across mobile platforms.
- Partnered with leadership and engineering to ideate and prototype new features, ensuring seamless execution from concept to launch.
- Produced marketing collateral to drive app visibility and user growth

Pixel perfect magazine, Israel— *Writer/Editor*

Volunteer · Aug 2014 - Sep 2017 · 3 yrs 2 mos

Contributed as volunteer writer and editor on design, UX, and inspiration content, including support for Pixelcast podcast hosted by Sagi Shrieber.

JUNIOR EXPERIENCE

Twisted media, Israel— *Graphic designer & Flash animator*

Full time · Oct 2013 - May 2014 · 8 mos

Created Flash animations and single-page designs in a dynamic advertising agency

environment.

Loveme.co.il, Israel— *Senior graphic designer*

Full time · Nov 2010 - Jun 2013 · 2 yrs 8 mos

Progressed from team designer creating Flash mini-sites, games, and landing pages to senior role owning UI design and promotional materials for a dating platform.

- Built intuitive UI enhancements that improved user experience on loveme.co.il, alongside web/TV promotional assets like newsletters and commercials.
- Collaborated across teams to iterate on existing materials, driving better engagement and conversionsTV such as newsletters, and hard-sale commercials

Mynet.co.il, Israel— *Graphic designer & Flash animator*

Full time · Jan 2008 - Sep 2010 · 2 yrs 9 mos

Designed web interfaces and Flash banners to support digital campaigns and user engagement.

Exioma adv., Israel— *Junior graphic designer*

Full time · Jan 2007 - Jan 2008 · 1 yr 1 mo

Designed print ads for magazines/newspapers and created Flash banners for digital campaigns.

SKILLS

UX:research, information architecture, interaction design, prototyping, usability testing, design systems.

Product: experimentation, roadmap collaboration, stakeholder facilitation, requirements discovery.

Visual: UI, branding, marketing collateral.

TOOLS

Figma/Sketch

Adobe Suite

Webflow/Elementor

Audio/Video Editing

AI

Lovable

ChatGPT

Gemini

Perplexity

Claude

Languages

Hebrew
(Native)

English
(Fluent)