Itamar Zairi

itamarzairi1@gmail.com | www.itamarzairi.com | +972-548366436 |

linkedin.com/in/itamar-zairi

Experience

Freelance UX/UI Product Designer (2023 – 2024)
 - Led end-to-end product design for multiple clients, from ideation to final delivery.
 - Conducted UX research, created wireframes, and developed high-fidelity prototypes using Figma and Webflow.
 - Executed usability testing, iterated on user feedback, and designed responsive web interfaces.
 - Built scalable design systems for B2B/B2C products.

UX/UI Product Designer – Asgard Systems Ltd (2022 – 2023)
 - Spearheaded product design processes for military and commercial projects in Israel and internationally.
 - Created and maintained design systems for complex environments.
 - Collaborated with cross-functional teams, including developers and product managers.
 - Led user research efforts and translated insights into actionable design solutions.

Sales & Digital Campaigns – iStore (Apple Reseller) (2020 – 2022)
 - Managed digital campaigns and social media assets.
 - Acted as a technical advisor on Apple product ecosystems.
 - Developed B2C and B2B customer journey methodologies.
 - Supported product launches and engaged with clients in high-pressure sales environments.

Security Operations – Airports Authority (2016 – 2019)
- Oversaw logistics and shift planning in collaboration with department management.
- Conducted risk assessment and information gathering from international passengers.
- Practiced attention to detail, decision-making under pressure, and process optimization.

Education

Product Management & ISC2 Cybersecurity – Bar Ilan University, 2025
UX/UI Design Master Program – Netcraft Academy, 2020–2022
Marketing & Branding Strategy – Habetzefer – School of Advertising Companies, 2018–2019
High School of the Arts, Cinematography & Communication, 2006–2012

Tools & Technologies

Figma, Webflow, Framer, Adobe After Effects, Photoshop, Illustrator, Relume, Notion, (HTML/CSS basic), basic SQL

Skills

UX Research, Wireframing, Prototyping, Design Systems, Responsive Design, Usability Testing, Content Planning, Problem Solving, Cross-functional Collaboration, Customer-Centered Design, Strong Communication, Autodidact, Fluent English, Working in an AI environment