Maya Shabat

Herzliya, Israel | shabat.mayus@gmail.com | LinkedIn | Portfolio

PROFILE

UX/UI and Product Designer with a B.A. in Interactive Communication from Reichman University. Experienced in designing, building, and marketing user-centered digital products.

EDUCATION

Reichman University Herzliya, Israel
B.A. in Interactive Communication (UX/UI) Jun 2026
- Shvil HaZahav Leadership Scholarship (2025–2026)
- Adelson School of Entrepreneurship CO-OP Program (2024–2025)
- TechTalk Entrepreneurship Program (2025)

Relevant Coursework: UX/UI Design, Visual Communication, Human-Centered Design, Entrepreneurship

Anglo-American School of Sofia Sofia, Bulgaria
Full IB Diploma *Jun 2022*

WORK EXPERIENCE

Co-founder | Product Designer & Marketing Specialist — *Carely* *Sep 2026 – Present*
- Co-founded and designed a live babysitting platform, leading the product experience from concept to launch, including UX/UI, website development, and visual identity.
- Designed two tailored user journeys for parents and babysitters, simplifying registration through intuitive navigation, step-by-step forms, and matching preferences.
- Lead digital marketing and brand identity across the website and Instagram, including content strategy, visual design, and community engagement.
- Implemented automated registration emails and analytics tracking to improve communication and monitor user engagement.

JCUSA Ambassador & Interviewer — *Jewish Camps USA* *Sep 2026 – Present*
- Conduct structured candidate interviews via Zoom, assessing communication skills, experience, and suitability for international summer camp placements.
- Document applicant responses and manage interview workflows using Monday.com, developing skills in active listening, evaluation, and professional communication.

UX/UI Specialist — *Kolla* *Jan 2026 – Jun 2026*
- Collaborated with the founding team on an AI-powered document assessment platform, shaping the UX strategy and interface architecture
- Designed the company logo and visual identity, building a consistent brand system
- Created wireframes and interactive prototypes; took part in product strategy and research meetings

UX/UI Consultant (Freelance) *Aug 2025 – Present*
- Worked on select client projects (under NDA) on usability improvements, interface design and alignment with brand guidelines

UX/UI & Marketing Intern — *Veryo Studios Ltd.* *Apr 2025 – Jul 2025*
- Designed game interfaces and visual assets aligned with UX and brand guidelines
- Ran usability testing and iterative design cycles to improve the player experience
- Built interactive prototypes and component libraries in Figma; worked with marketing and product teams on visual identity and feature promotion (project work under NDA)

Social Media & Digital Marketing Specialist — *Villa Inbar & Ishy Bakery* *Nov 2021 – Jul 2025*
- Managed content and branding for a boutique hospitality brand and a bakery
- Developed an Instagram marketing strategy that increased engagement by ~140% and bookings by ~45%
- Based campaigns on market and audience research

SELECTED UX/UI PROJECTS

- **Startup Project, Carely** — Designed and launched a live babysitting platform, including tailored user flows, matching preferences, intuitive registration forms and visual branding. carelybabysitting.com
- **Product Management Final Project,** MobileSync — UX research, user flows, wireframes and an interactive prototype for a mobile product concept
- **Freelance,** Kolla — Designed the UX/UI for an AI-powered document assessment platform, including user flows, wireframes, interactive prototypes, a cohesive design system, and responsive interfaces in light and dark modes.
- **UI Course Project,** Duolingo for Kids — Child-friendly mobile interface focused on clear navigation, engaging visuals and age-appropriate UX
- **Interactive Product Design Project,** MealMates — Social digital cookbook app: product concept, user experience and key interface flows

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LEADERSHIP & VOLUNTEERING

- **Arts & Crafts Instructor**, Pinemere Camp, Pennsylvania (Jun – Aug 2026) — Recognition for Excellence and Star of the Week; supported Israeli campers affected by October 7
- **Telfed Volunteer** (2024 – Present) — Supported a new family making Aliyah; Outstanding Volunteer Award
- **KPC Volunteering** (Mar – Oct 2023) — Worked with children, taught Hebrew and helped organize events
- **Social Impact Strategy Course**, University of Pennsylvania, Coursera (Aug 2024)

SKILLS

Design & UX: Figma, Adobe Photoshop, Canva, wireframing, prototyping, user research, user testing, AI tools for design and development

Branding & strategy: visual design, content strategy, marketing analytics

Professional: communication, team collaboration, problem solving

Languages: English (fluent), Hebrew (fluent), Spanish (basic), German (basic)