

Maya Shabat

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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 — <i>Carely</i>	<i>Sep 2026 – Present</i>
- 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.	
UX/UI Specialist — <i>Kolla</i>	<i>Jan 2026 – Jun 2026</i>
- 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)	<i>Aug 2025 – Present</i>
Worked on select client projects (under NDA) on usability improvements, interface design and alignment with brand guidelines	
UX/UI & Marketing Intern — <i>Veryo Studios Ltd.</i>	<i>Apr 2025 – Jul 2025</i>
- 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 — <i>Villa Inbar & Ishy Bakery</i>	<i>Nov 2021 – Jul 2025</i>
- 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)