

Shira Castel | UX Designer



www.linkedin.com/in/shira-ochaion



www.shiracastel.com



castel.shira@gmail.com



0524-854-158



WORK EXPERIENCE

Project & Content Manager | January 2018 - November 2020

Screens - Digital Signage, TLV.

- Lead a team of three designers.
- Managing client-facing projects.
- Designing IoT Products for POS.
- Working in collaboration with the R&D team.
- Work with major retail companies in Israel.
- Leading all company marketing assets including the company website, FaceBook page, Google-Ads, and more.

Telemarketing Team Leader | February 2015 - September 2018

Khan Theater, Jerusalem

- Leading, training, and mentoring a team of 10 sales representatives.
- Responsible for hiring and onboarding team members.
- Leading campaigns that directly increase the organization's revenues by 14% in a year.
- Managing and leading projects, developing work processes.
- Scouting and implementing new technological tools to increase work efficiency.

EDUCATION

Technion - Israel Institute of Technology | September 2020 - February 2021

User Experience, TLV.

Jolt | November 2019 - January 2020

Product & Design, TLV.

SheCodes | March 2018 - May 2019

HTML, CSS, JavaScript, TLV.

The Hebrew University of Jerusalem | October 2013 -December 2017

B.A in Communication & Asia studies.