

# Shirly Dahan

## Product designer

### Experience

2021 - Now

**MyHeritage** | Senior Product Designer **B2C** **Mobile App** **SaaS**

- **Product design** - research based design, including user testing, customer interview, design sprints and workshops. Integrating cross-functional teams and stakeholders for seamless user experiences. Defining, tracking, and analyzing performance and features.  
This involved leading the design of MyHeritage's mobile app, Reimagine app (a new app for improving photos), DNA tools, and website.
- **Design system** - Manage and create all MyHeritage and Reimagine mobile native design systems. Standardize UI elements, processes, and methods.
- **Designers Mentor**- As a senior product designer, I was responsible for mentoring new designers, providing feedback on their work, and teaching them MyHeritage research methods.

2018-2021

**Microfocus** | Senior Product Designer **B2B** **SaaS**

- **Product design for MicroFocus former hp software** - Worked and lead B2B large scale products. Managed full product life cycle, from research to testing. Collaborated with PMs and development teams worldwide to create a variety of products, from automation products to security products and beyond
- **Design system** - As a member of the design team, I developed the design system that served all Microfocus Services worldwide

2012-2018

**Wix** | Senior Product Designer & UX lead **B2C** **SaaS** **Mobile**

- **Product design**- Worked on different products from concept to production. Conducted research and user testing, analyzed data alongside PMs and developers.  
Created & lead a large scale features in the WIX editor. Created WiX hotels from scratch. Lead and designed WIX My account (CX)
- **Lead My Account UX team** - Mentoring and guiding "my account" designers. Leading and collaborating with the team on a variety of products and concepts

### Contact

#### Phone

+972-54-7544737

#### Email

shirly.meiman@gmail.com

#### Linkedin

[www.linkedin.com/in/shirlydahan/](http://www.linkedin.com/in/shirlydahan/)

#### Portfolio

[www.shirlydahan.com/](http://www.shirlydahan.com/)

### Education

2008-2012

#### HIT

Visual communication  
(B.Design)

Graduated with honors

Majored on interaction design

### Key Skills

Complex system

B2B/B2C

Design system

Prototyping

Product ownership

Teamwork

UX research

Data architecture

### Tools

Figma, Skatch, Photoshop, Illustrator, Jira, Invision, office, Usertesting.com

### Languages

Hebrew: Native

English: Exellent