

Shelly Shomri

Senior Product Designer

Contact information

London, United Kingdom

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Skills

UX/UI design

User Research

Prototyping

working with AI tools

Workshop Facilitation

Mentorship

And more...

Links

[Portfolio](#)

[LinkedIn Profile](#)

Summary

London-based Senior Product Designer with a B.Design degree in Visual Communications, majoring in UX/UI. With over 9 years of experience, I specialize in solving complex UX problems while creating compelling and user-centric design solutions.

Experience

Senior Product Designer

Gen , London — Jun 2024 - Present

- Part of Gen's Innovation team, driving forward-looking design initiatives across cybersecurity products.
- Designing for Midy (identity verification mobile app) and leading the redesign and future vision of the Midy Business Portal (B2B tool).
- Currently part of the Anti-Scam & Emerging Tech team, enhancing Norton 360 experiences across iOS, Android, macOS, Windows, and web.
- Collaborating with researchers, content designers, PMs, and engineers to deliver cohesive, data-informed, and accessible solutions.
- Designing and prototyping Safe Social, an AI-powered social media protection feature.
- Contributing to Genie, the company's AI assistant, improving UX, conversational design, and visual consistency.
- Leveraging AI tools to boost design workflow, ideation, and testing efficiency.

Senior Product Designer

ATG (Auction Technology Group), London — Mar 2023 - May 2024

- Leading design initiatives across ATG's marketplaces, focusing on bidding experiences and user engagement.
- Contributing to the company's vision - consolidating all marketplaces into one and creating consistency through a shared design system.
- Designing complex e-commerce flows, including taxonomy tools, MFA, navigation, and account management.
- Collaborating with product managers, developers, and designers to deliver data-informed solutions.
- Facilitating workshops and mentoring junior designers.

Senior Product Designer

Minute Media, London — Dec 2018 - Feb 2023

- Led end-to-end product design across desktop, mobile, tablet, and CTV apps.
- Designed a Video Management System (VMS), video player, and later site templates and a Content Management System (CMS) for global publishing partners.
- Contributed to the design system, defining visual language and reusable components.
- Collaborated in an agile, cross-functional team with product managers and developers to deliver data-driven solutions.
- Mentored junior designers and UX interns.

UI/UX Designer

Keshet Media Group, Tel Aviv — Apr 2016 - Nov 2018

Designing digital experiences across Mako's websites, mobile apps, and CTV app.

Education

B. Design

H.I.T (Holon Institute of Technology) — Sep 2011 - Jul 2015

Studied and graduated with a visual communication degree from H.I.T, majoring in UX/UI Design.