



Yehonatan Shapira

Freelance Creative

Creative and strategic professional blending experience in **product management, UX writing, and graphic design**. Skilled at leading cross-functional teams, translating insights into impactful products, and crafting bold visual identities. Passionate about solving complex problems with a balance of **strategic thinking and creative execution**. Seeking to contribute to innovative teams as a **Graphic Designer or Product Manager**, where leadership, design, and problem-solving create real impact.

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WORK EXPERIENCE

Graphic Designer

Freelance

01/2025 - Present

Achievements/Tasks

- Designed **visual identities, logos, ads, and packaging** for brands, aligning visuals with business goals.
- Researched and analyzed brand challenges, delivering design solutions that boosted engagement. Created **bold and socially driven poster campaigns**, sparking conversation and building community awareness.
- Explored **AI + generative art workflows**, bridging technology with creative communication.

Product Manager & UX Writer

Elbit Systems

10/2024 - 05/2025

Achievements/Tasks

- Defined and prioritized product features based on **user research, customer feedback, and business strategy**.
- Conducted **market research and competitor analysis**, guiding roadmap decisions.
- Ran **user interviews and usability testing**, uncovering pain points and shaping design improvements.
- Produced **detailed product documentation and specifications**, reducing design-development misalignments.

Deputy Commander & Product Manager

Israeli Air Force (UAV)

01/2018 - 08/2024

Achievements/Tasks

- **Led and mentored 20+ officers**, improving project efficiency and team performance through structured evaluations.
- Directed cross-unit projects including **international exercises, structural reorganization, and operational initiatives**.
- Identified and prioritized product features aligned with mission-critical objectives.
- Championed **data-driven decision-making**, reducing turnaround times and increasing operational efficiency.

EDUCATION

Visual Communications B.des

Holon Institute of Technology

10/2025 - Present

SKILLS

Adaptability

Brand Development

Creative Design Solutions

Problem Solving

Project Management

Strategic Planning

Team Leadership

Time Management

Adobe CC

Generative Art

Vibe Coding

Web Design

Roadmapping

Creative Writing

Skill

LANGUAGES

English

Native or Bilingual Proficiency

Hebrew

Native or Bilingual Proficiency

INTERESTS

Graphic Design

Web Design

Writing

International Relations

Product Strategy

Branding

Australian Football

Interest