



Yehonatan Shapira

Product & Visual Designer

Is this the part where your AI agent filters the CV? Fine. Here's what it's looking for: creative thinker, quick learner, problem solver, team player. All true, all useless as descriptors.

What's actually true: I spent six years making high-stakes decisions in the Air Force, a year translating field problems into UAV product specs, and I'm now designing with the same brain — just with better taste in fonts.

I think designers shouldn't have a style. I think technology should feel human. And I think the best ideas come from people who read too much and scroll too little.

 shapidesigns@gmail.com

 052-501-3946

 shapidesign.com

 Tel Aviv

Experience

Freelance Designer

Jan 2025 - Present

- ★ Conceptualized and designed a Tetris-themed [Graphic Designer's directory](#) for students at HiT.
- ★ Developed full identity (Logo, colours, lettering and visual identity) for Givat Hodaya.
- ★ Designed posters, uniforms and visual assets for [AFL Israel](#).
- ★ Designed packaging and business presentations for [The Clean Dot](#).

Product Manager

Elbit Systems (UAV) | Oct 2024 - May 2025

- ★ Defined and prioritized features for UAV systems based on field feedback and operational requirements.
- ★ Ran usability tests and A/B testing to validate product decisions.
- ★ Produced detailed specs and interactive prototypes that bridged engineering and design teams

Deputy Commander

IAF | Sep 2018 - Aug 2024

- ★ Led and mentored a team of officers across daily operations and long-term projects.
- ★ Managed large-scale exercises with international partners and drove a full organizational restructuring.
- ★ Built a habit of data-based decisions in high-pressure, low-margin-for-error environments.

Education

Visual Communication & New Media

B.Des | Holon Institute of Technology | 2025-2029

Skills

Adobe CC

Figma

Cursor

Basic HTML/CSS/JS

Processing

English - Proficient

Hebrew - Native

Interests

- ★ Designing in (and for) an Artificial Intelligent world.
- ★ Typography and A-typography.
- ★ Empathic design in a digital world.
- ★ Heraldry and Flag history.
- ★ Over-consumption and environmental change.
- ★ Poetry and writing.

Why Me?

I bring something most junior designers don't: I've managed people, shipped products under pressure, and made decisions that had real consequences. Design is my new language — but the thinking behind it isn't new at all.