SHERLY FAM
PRODUCT DESIGNER & ART DIRECTOR

PORTFOLIO
www.sherlyfam.com

CONTACT
info@famstudios.com
www.linkedin.com/in/sherly-fam
+31 (0)6 536 24299
Amstelveen, The Netherlands

SKILLS
Conceptual Thinker
User-centered Design
UX Research
Prototyping & Wireframing
Usability & Concept Testing
Design Principles
Multidisciplinary Approach
Motion Design
Presentation
Visual Communication

TOOLS
Adobe CC
Figma
Axure
Invision
XD
After Effects

EDUCATION
Professional UX Diploma
UX Design Institute, credit-rated by
Glasgow Caledonian University
2019-2020

UI&UX Diploma
Netcraft Academy
2013-2014

B.Design - Visual Communication
HIT - Holon Institute of Technology
2007-2011

B.Ed - Design and Education
Kalisher College
2006-2007

Majors in Visual Art & Psychology
Yigal Alon School of Arts
2002-2005

A LITTLE BIT ABOUT MYSELF
Creating beautiful and usable products is my passion. I have a profound understanding of the Visual Arts and as far back as I can remember, had an insatiable attraction to design. I enjoy solving problems, making a positive impact through design. Finding a creative solution by using the combination of colors, styling, typography and whitespace is the reason why I do what I do.

EXPERIENCE
Owner and Founder | Fam Studios | 2020-Present
An interior Design studio. The studio has successfully planned and overseen dozens of projects in the Netherlands, The US, and Israel.

Product Designer | Medical Enterprises | 2015-2020
Designed a VR project, improved the User Interface for a medical software, created a new device rebranding, planned and designed exhibitions, print campaigns and presentations.

UI & UX Designer | Matrix Experience | 2014-2015
Designed User Interfaces from concept to launch on web and mobile applications. Worked with a team of designers, product owners and engineers to build new features and improve the current design, presented concepts to clients such as; Zim, Isracard and Teva

Senior UI Designer | NICE Systems | 2014-2015
Designed and maintained an evolving set of design patterns and style guidelines, interaction flows, wireframes, visual mockups, and prototypes for software and mobile applications. Managed the design process and communication among the internal development team. Regularly worked amongst multiple functional teams including product content management, software engineering and product marketing.

Art Director (freelance) | GPS Strategies | 2014
Designed advertisements and visual concepts for print: magazines, billboards and ads for airline and pharma companies

Art Director | I&M Interactive & Marketing | 2012-2014
Team Leader, managed 8 graphic designers, designed visual concepts, identity & branding for digital and print campaigns including websites, landing pages, banners and national billboards for banks and fashion brands.

Art Director | Tross Creative | 2012
Art directed viral commercials for startups, created animated movies for telecommunications company and designed Facebook-platform animated game.

Art Director | Drori Shlomi Shaked BBDO | 2012
Created and designed concepts for TV commercials, online and offline campaigns and presentations for known clients such as; Alfa Romeo, Fiat and Sano.