

# Shmuli Evers - Lead UX/UI Designer

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## Professional Summary

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Product designer focused on one question for 20+ years: can the user complete their task without thinking too hard? The tools have changed — Fireworks, Photoshop, Sketch, Figma, now AI — but the work hasn't. I've spent two decades reducing friction across e-commerce, fraud prevention, and fundraising, with a recent focus on **AI-assisted workflows that compress design-to-development cycles** without compromising the senior judgment that ensures the user's experience is right.

## Skills

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**Design:** UX Research, Wireframing, Prototyping, Mockups, Multi-channel UX/UI (web, mobile, app, watch), Conceptual Prototyping (Voice, VR, AI), Legal/ADA Compliance, Analytics, User & A/B Testing, Dev Handover.

**Tools:** Figma, Lovable, AI Tools (Claude, BuildAndShip.ai, Gemini, ChatGPT), Adobe CC (Photoshop, Illustrator, InDesign), HTML/CSS, JavaScript (basic), UserTesting, Jira, Confluence, Lucidchart, Google Workspace.

**Languages:** English, Dutch, Hebrew, Yiddish and French.

## Experience

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**Charidy, Remote - Head of UX/UI Design** September 2025 - May 2026

*A global fundraising platform powering campaigns for thousands of nonprofits, with a complex dashboard.*

Led the modernization of Charidy's legacy admin platform, owning the end-to-end redesign pipeline, from Figma design, AI-assisted review, and AI-driven conversion to responsive, dev-ready HTML.

- **End-to-end design pipeline:** Produced UX designs in Figma, cross-checked each design with AI for best practices and improvement opportunities, then converted to clean, responsive, mobile-ready HTML using AI. Handing developers production-grade markup instead of static specs and **compressing delivery from ~2 months of dev work to ~1 week from design to production.** Owning the design decisions while AI handled translation to dev-ready HTML
- **Design system:** Established a consistent design language across the platform with typography, color palette, a unified border and spacing scale, and reusable component patterns codified as CSS custom properties.
- **Cross-platform redesigns:** Delivered UX work across the Dashboard, from creating new campaigns, Teams hierarchy & management to a new Marketing Hub, and Settings. Applying a consistent "From X to Y" problem-solution framing to surface the impact of each redesign.
- **AI concept:** Conceptualized and prototyped an AI assistant for the Charidy platform to help nonprofits surface insights, draft donor communications, and navigate complex campaign data.
- **Stakeholder communication:** Authored and presented an internal Q1 2026 UX progress deck showcasing design contributions across product areas, aligning leadership on direction and impact.

**Art To Frames, New York - Head of UX/UI Design** March 2024 - June 2025

*A custom photo frame company, with several thousand items and unlimited customization options.*

Headed UX/UI design for ArtToFrames' e-commerce platform (desktop & mobile), implementing AI methodologies to enhance efficiency and accelerate results.

- Spearheaded a complete **UX redesign** of the core e-commerce detail page (mobile & desktop); A/B testing improved usability and increased cart conversion by 20%.
- Modernized complex **product customization** flows (size, frame, matting, glass, hardware), streamlining decision-making and reducing friction across devices.

- Introduced intuitive **visual hierarchy** to guide and enhance user confidence and engagement.
- Built high-fidelity **prototypes** and conducted **user testing** and research to identify pain points, resulting in data-driven design improvements before and during development.
- Created high-performing, product-specific landing pages to drive targeted conversions.

**NoFraud (currently Wylllo), New York - Head of UX/UI Design** May 2021 - February 2024

*A fraud prevention company helping businesses mitigate online fraud loss and grow revenue with confidence.*

Headed UX/UI product design, from concept & research, process mapping, and user journeys, through interactive UI prototyping and user testing.

- **NoFraud Checkout:** Led the end-to-end design and launch of NoFraud Checkout (5/5 stars on BigCommerce), a standalone checkout that beat the 85% industry mobile abandonment rate while maximizing legitimate approvals through real-time, pre-gateway fraud prevention.
- **Merchant dashboard:** Visually organized complex transaction data so analysts and merchants could monitor revenue, identify issues, and demonstrate ROI at a glance.
- **Chargeback workflow:** Revamped case submission into a single dashboard for businesses and internal teams.
- **Onboarding & verification:** Designed portal onboarding, plan selection, and ID/credit-card verification flows to build user confidence and let legitimate orders through.
- **AI-generated post-purchase upsell:** Designed an upsell experience that catches users at the right moment with relevant products to drive incremental revenue. Compliant with ADA, PCI, and legal requirements.

**S&F Supplies, New York - Head Designer** July 2020 - May 2021

*A wholesale distributor of specialized materials for the sign, display, awning, print, and marine industries.*

- Designed and optimized dynamic e-commerce product pages supporting items with variable dimensions and conditional options, applying **UI/UX principles** to drive ease of B2B ordering. Also produced product marketing collateral, photography, and digital mockups for client visualization.

**B&H Photo, New York - Mobile UX Lead** September 2010 - May 2020

*Led mobile standards for a 10-member UX team across projects, ensuring a consistent mobile experience and increasing customer confidence (100%+ increase in visits).*

- Translated customer feedback, research, and analytics into improved interactions across the Detail Page, Cart, Checkout, and beyond, driving higher conversion and reduced complaints.
- Drove enhancements through every step with developers, programmers, and QA. The site earned a **Best-in-Class Mobile Website** award from [baymard.com](http://baymard.com).

**Earlier Experience, New York / Brooklyn - Designer, Developer & Photographer** 2005 - 2010

- **The Boxery, Head of Retail (2010):** Built and ran a retail e-commerce site from design to fulfillment.
- **Spotlight Design, Designer (2007-2010):** Designed corporate sites, portals, and web applications; built layouts and HTML emails optimized across browsers and clients; handled QA and template training. Also produced print collateral (brochures, posters, calendars) and in-house photography for magazine covers and stock.
- **Earlier roles (2005-2007):** Web maintenance, graphics, and photography at Kehos Publishing and Mendel Meyers Studio. ShmuliPhoto.com, event and family photography (2007 - Present).