

David Openheim Shemesh

UX/UI Expert | Lecturer | Mentor

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Over the years, I have combined **teaching, academic leadership, and professional UX/UI practice**, staying deeply connected to both the educational and industry sides of design. I've led academic programs, mentored future designers, and collaborated with startups and established companies to create end-to-end products across a wide range of sectors.

My work spans early-stage product strategy to full implementation, working closely with product and development teams.

Education

M.F.A., Film & Television - Tel Aviv University | 2010-2012

B.Sc.E., Visual Communication - Holon Institute of Technology (HIT) | 1999-2002

Teaching, Mentoring & Academic Leadership

[Studio 6B](#)

Head of Graphic
Design Department

2024 - Present

One of Israel's leading private design schools, specializing in digital design and a wide range of creative disciplines.

- Developed a new curriculum integrating interactive design and updated industry practices.
- Defined the department's vision and academic structure, positioning it as a national leader in contemporary design education.

[HIT External Studies](#)

Head of Interactive
Department

2021 - 2024

HIT external studies div, offering short, practical professional programs.

- Managed academic and operational aspects of the department.
- Introduced updated programs, improved enrollment, and ensured consistent academic quality.

[HIT, College of Management, Open University](#)

Senior Lecturer, UX/UI &
Vis Com

2016 - Present

- Teaching UX/UI, interactive, and visual communication courses.
- Teaching undergraduate and graduate students in Interactive Design and Entrepreneurship & Innovation.
- Mentoring students in industry collaborations and career development.

[Design Your Job \(DYJ\)](#)

Founder & Program
Director

2018 - 2022

- Founded an initiative connecting students with NGOs for real-world digital projects.
- Guided students through project execution and collaboration with non-profits to benefit all sides.
- Delivered lectures for designers on portfolios, design thinking, UX/UI, and innovation.

Selected UX/UI Projects - Design Leadership & Co-Creation

Working with clients in a wide range, from startups to established companies, leading UX/UI design for cross-platform products including mobile applications (B2C), web platforms, and complex systems (B2B)

[ISR Technologies](#)

UX/UI Expert & Advisor

2021 - Present

Developer of intelligent large scale transportation systems integrating mapping, tracking, and wireless communication.

- Designed interfaces for several complex and real-time fleet management systems.
- Enhanced operational efficiency and usability across public transit products

[Track160](#)

UX/UI Expert

2021 - 2023

Sports-tech startup providing AI-driven analytics for football teams.

- Created a cohesive multi-platform experience integrating data insights and performance tools.
- Designed a mobile app for players, web dashboard for coaches, and a video management CMS.

[Viaccess-Orca](#)

UX/UI Senior Designer

2021 - 2022

Global leader in video content delivery, protection, and data intelligence solutions for TV operators & service providers.

- Led the complete redesign of the company's end-to-end platform with an in-house UX team.
- Delivered a unified product design system.
- Improved usability and consistency across operator-facing products.

[Karusella by WIZO](#)

Project Lead

2018 - 2020

NGO initiative promoting sustainability through second-hand eCommerce platforms.

- Evolved an academic concept into a full-scale eCommerce platform for second hand clothes.
- Designed the UX/UI and established logistics for clothing collection, tagging, and online inventory.

[Selfit Medical](#)

Product Lead

2018 - 2019

Digital health company developing motion-based rehabilitation platforms for therapists and rehabilitation centers.

- Designed the therapist app and on-floor exercise interface using real-time motion tracking.
- Collaborated with therapists and developers to translate rehabilitation workflows into intuitive digital interactions.

[Avid](#)

Creative Director

2009 - 2015

Orad, a leading provider of broadcast and real time graphic solutions, was acquired by Avid during my tenure.

- Created global marketing materials and exhibition booths for international trade shows, supporting the company's brand.
- Redesigned product interfaces, enhancing usability, consistency, and brand alignment.

Before focusing on UX/UI, I worked in the broadcast industry at **Broadcast Studio**, creating visual campaigns and matte paintings for green-screen productions.