

# SHAI MICHAELY

Mechanical Design | Industrial Design | Product Development

## PORTFOLIO

[www.shai-michaely.com](http://www.shai-michaely.com)

## EXPERTISE

- Industrial design
- Design management
- Project management
- Development management
- Product definition
- Product ideation
- Mechanical design
- Storytelling
- DFM

## SKILLS

### SOFTWARE

Solidworks, Keyshot, Photoshop, Office.

### TECHNOLOGY

Extensive knowledge & experience with mass Production & prototyping technologies, including Injection molding, sheet metals, Machining & 3D printing.

## EDUCATION

Holon institute of technology – HIT  
B.Des, Industrial design  
2009 - 2013

NETCRAFT academy  
UX designer, user experience course  
2016 - 2017

TADMOR  
Pastry chef, course  
2007 - 2008

## SERVICE

Full military service - IDF  
Combat-medic – artillery /  
engineering corps  
2002 - 2005

## LANGUAGES

- Hebrew: Native
- English: Fluent



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## WORK EXPERIENCE

### SILK'N BEAUTY

2023 - Present

#### R&D mechanical & industrial designer

- Led mechanical & ID development of both new and ongoing projects, aligning with strategic objectives and medical industry standards.
- Coordinated with global manufacturers to optimize production processes and maintain high-quality standards.
- Engaged with internal stakeholders and external partners to ensure seamless project execution and address technical challenges.

#### Key Accomplishments - Design & development of the following products:

Pain relief device / EMS & Light treatment face mask / skin rejuvenation device

### INTOVISION

2016 - 2023

#### Head of ID department-Project Manager-Senior industrial designer

- Directed large-scale projects for high-profile clients, overseeing all stages from initial requirements to final development, while managing and collaborating with multidisciplinary teams such as marketing, R&D engineers, designers, and product managers.
- Oversaw all aspects of industrial design, from ideation to design for manufacturing (DFM), across diverse products and clients. Refined R&D and design processes and provided guidance to the ID department.
- Prepared 3D visualizations, mechanical and industrial design CAD files, prototypes, and production files & drawings

#### Key Accomplishments - Design & development of the following products:

- "ARCAS" an AI powered, assault rifle system – *ELBIT*.
- Modular automation machine platform - *ACUBEZ*.
- Automated pool sanitation system – *MAGEN ECOENERGY*.
- Various medical products based on cold-plasma technology - *NOVA PLASMA*.
- Autonomous phone case built in drone – *SELFLY*.
- GPS Tracking Unit for continuous offender monitoring – *ATTENTI*.
- IOT water dispenser – *Private client*.
- Smart shopping cart – *CUST2MATE*.
- Needle-free valve for vial adapter– *SIMPLIVIA*.
- Range of rigged tablet devices for security systems - *CTI, RAFAEL*.

### IGLOO-DESIGN

2013 - 2016

#### Senior industrial designer - Junior industrial designer

- Worked on every aspect of industrial design from ideation to DFM, for various products and clients.
- Defined user scenarios, created 3D visualizations, CAD files, prototypes, and production documents, and led client presentations and design reviews while collaborating with engineers and project managers.

#### Key Accomplishments - Design & development of the following products:

- Portable air capsule for bicycles – *RIDEAIR*.
- Various Water dispensers products – *ANGEL, TZALUL, ETC*.
- Designer consumer products – *MONKEY-BUSINESS*.
- An automated composter – *ECOBOT*.
- Medical phone case– *GMEDICAL*.
- Innovative packaging products - *SANO, NESTEA, CEDEVITA, ETC*.