



Experience

Freelance UI/UX designer (2019 - Present)

Highly skilled UI/UX designer with 14 years of experience in graphic design. 5+ years of that in developing interactive user interfaces. As a freelance UI/UX designer, I've had the opportunity to work on a diverse range of projects, collaborating with clients from various industries to deliver compelling digital experiences.

- Crafting and conceptualizing comprehensive user interface designs for complex systems, websites, applications, and digital processes.
- Strong understanding of user-centered design principles and methodologies
- Delved with a variety of projects such as intricate systems, B2C and B2B websites, eCommerce platforms, etc.
- Worked with these amazing clients: Menora, the Weizmann Institute, Migdal, Shomrat hazorea, HackerU, Strauss, and more.

Drive101 – Creative and art director (2013-2018)

As an Art Director at an advertising agency, I spearheaded creative initiatives across various media platforms including print, web, and social networks. My role encompassed translating client briefs into conceptual designs, creating compelling visual narratives, and overseeing the design process from inception to execution.

- Working directly with website developers in projects such as the Sapir College website, the EZOM website, Pistachio Omanim, the Ariet Gan Yavne website and more.
- Crafting responsive landing pages optimized for user experience and lead generation, partnering with companies like Microsoft, BM Design, awacs car alert systems, and Sapir College.
- Designing brochures, leaflets, advertisements, and posters for prominent entities in the economy and municipalities including the Ministry of Immigration and Absorption, Ministry of Environment, Government Advertising Bureau (LAB), Electra, and Pfizer.
- Building a branding package that includes creating a logo based on the brand's values, choosing fonts, color palette and developing a visual anchor identity.

Graphic Designer (2010-2013)

As a Graphic Designer at a subsidiary of McCann Erickson, my primary focus was on creating personalized marketing communications (BTL). I specialized in designing store interiors to enhance sales experiences according to the brand. Creating marketing brochures intended for nationwide distribution for stores such as mashbir and New Pharm. I also designed campaigns for leading companies within the Israeli market such as Tadiran, Volvo, and Samsung.



Education

UX/UI Designer course In Create

Formal training for design in digital transformation with an emphasis on websites and applications

B.D at H.I.T

In the department of visual communication design in Holon Technological Academic Institute H.I.T.

12 years

At the Herzog High School for Arts and Sciences, majoring in product design. Completed matriculation certificate and technology certificate.



Softwares

Figma | Sketch | Zeplin | Adobe Photoshop CC | Adobe Illustrator CC | Adobe Indesign CC



Languages

Hebrew – Native
English – Very good



About me

A passionate freelance UI/UX designer with high design skills, the ability to work quickly under pressure. I thrive in collaborative environments and exhibit strong teamwork capabilities. With a sense of responsibility and a strong work ethic, I foster excellent interpersonal relationships and excel in rapidly acquiring new skills. My extensive experience in self-study further enhances my adaptability and quick learning abilities.