Senior UI/UX product designer

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Looking for a position of:

UI/UX product designer | Digital designer | UI/UX designer | Marketing Designer

A little about me

- 15 years of experience in digital graphic design for desktop and mobile.
- Lead designer for the past 8 years in an environmental campaign preserving Israel's reptiles.
- Fast in embracing new technologies and tools in the ever-evolving world of digital graphics design.

Professional Experience

Senior UI/UX product designer & Animator – Freelance

1/2018-Current

- UI/UX design experience & process flows, websites & applications site maps.
- product design, working on mobile applications, control management.
- Proficiency in Figma, Xd, Illustrator, wireframing tools.
- Excellent visual design skills with extreme attention to user-system interaction. presenting your design in the best light and help in selling your solutions to various stakeholders.
- Creative and effective problem solving. Always up to date with latest UI trends, techniques and technologies.
- Development and design of websites and store websites. In Elementor & WordPress for B2B & B2C.
- Brand and concept graphic design for private and commercial clients.
- Presentations & Newsletters design for international conferences.
- Designed illustration & animation banner or ads for social media.
- Promotional videos concepting, storyboarding and animating utilizing After effects + Lottie.
- Rich experience in concepting and services working with end customers.
- Parallel projects handling for fast turnarounds.
- Working with developers, content creators and customer managers.
- Design for print: catalogs, roll-ups, invitations and more.

Works with companies & customers like:
Verifone, Hamma, Trigo, Equitybee, Mobitti, WebXP, Amdocs, Digital agencies and more.

Experience

UX/UI Design
Creating a prototype
Application design
B2B & B2C
Concept design
Responsive website development
Design system
Research
Storyboard & Animation
Design for print
Prototyping
Mobile design
Strategy & concept
Marketing & Branding
AB tests
CSS & Html
Digital illustration

Tools

Xd	Figma
Photoshop	Illustrator
After effects	+ lottie
Iindesign	Elementor
Wordpress	Axure
InVision	Monday
PowerPoint	Zeplin

Languages:
Hebrew, English

Military Service
Graphic designer & Illustrator
Material design for events at the base.
Drafting flight boards.
wall paintings and background design for social events.

Digital designer– Solomon Interactive Ltd
12/2007-1/2018

- UI/UX design experience & process flows, websites & applications site maps.
- Excellent visual design skills with extreme attention to user-system interaction.
- presenting your design in the best light and help in selling your solutions to various stakeholders.
- Creative and effective problem solving. Always up to date with latest UI trends, techniques, and technologies.
- Websites development and design. using Elementor & WordPress for B2B.
- Brand and concept graphic design for private and commercial clients.
- Designed illustration & animation banner or ads for social media.
- Rich experience in concepting and services working with end customers.
- Parallel projects handling for fast turnarounds.
- Working with developers, content creators and customer managers.
- Design for print: catalogs, roll-ups, invitations and more.

Designer– Palda Ltd
6/2003-8/2007

- Managed the production of pamphlets, catalogs, product labels.
- Participated in sales and training exhibitions.
- Operated company website: updated products, created banners and responded to online inquires.

Education
Diploma UX
12/2021-3/2022
Study Coordinator "Hasifa" School. User experience for websites and apps, personas, and research.

Diploma 3D & Animation
10/2014-8/2016
Israel Animation College (IAC), Tel Aviv.

Media Practical Engineering
10/2000-8/2003
Sapir College.

BA Courses in communication
10/2000-8/2003
Sapir College.