



## WORK EXPERIENCE:

### 2019 - 2023

**UX/UI Designer at Keshet Media Group.** In my role, I am responsible for creating the user experience for digital products, such as websites and mobile apps. Creating wireframes, prototypes, and high-quality user interfaces; conducting user research and testing; and collaborating with cross-functional teams are all part of the process.

### 2018 - 2019

**Graphic designer at Fassi Kraus.** I worked on various projects that included designs for marketing, brand identities and Web Development (UI/UX).

### 2017-2018

**Graphic designer at Netivot Municipality.** I worked on various projects that included designs for print and digital platforms .

### 2016 - 2019

**Freelance designer.** I designed logos and brand materials both for print and digital platforms.

## SKILLS & TOOLS

- Full Mastery of Adobe Creative Suite including Illustrator, Photoshop, InDesign, Premiere and Adobe XD.
- Prototype and animate UI interactions using tools such as Invision, After Effects Sketch and Figma.
- Understanding of user-centered design and UX principles.
- Strong User Experience with Design Thinking principles.
- Ability to create flows and design iterations based on data.

## EDUCATION

### 2015 - 2019

B.Des Department of Visual Communication in Holon Institute of Technology - HIT, graduated with honors.

### 2007 - 2009

Kfar Ganim Petah Tikva High-school. Graduate with full matriculation.

## MILITARY SERVICE:

### 2011 - 2014

full military service in a special unit in givaty (OREV).