



PROFILE

My 11 years of career experience in design and media have enabled me to explore and study advanced technologies **and challenge myself with new tools.**

I am an expert at effective design & solving complex problems, with an emphasis on small and large details by creating harmonious design systems for a wide range of platforms.

In addition, I am an exceptional designer with a deep understanding of user experience.

I always strive to reach perfection without compromising & believe that nothing is impossible.

EDUCATION

- **Netcraft Academy** | UX/UI
- **Pixel Perfect** | Figma
- **Siur Mocht Academy** | Visual Communication, Art & Branding | Copywriting & Creative
- **Mentor Academy** | Adobe Graphics software

SKILLS

- Figma
- Illustrator
- Photoshop
- Wordpress
- Elementor
- InDesign
- Premiere
- Dimension

LANGUAGES

Hebrew & English

EXPERIENCE

2011 - Current | Siur Mochot Academy

2018 - Present | Head of Design

- Design and UX processes of the academy's digital assets.
- Establishment of an internal system for collecting and tracking leads: Competitive research, interviews with end users, content definition, UX and system design.
- Addition of an e-commerce area on the college website for digital course purchasing.
- Leadership of the Startat project - an event and a marathon of minds in which more than 1000 people participated; responsible for all media accompanying the event.
- Working with an external development team on various projects.

2015 - 2017 | UX/UI Designer

- UX & UI of the college home site, working with an external development team.
- UX & UI of new features to improve the conversion of the site.
- UX & UI & building landing pages for the purchase of courses and webinars.
- Content writing including microcopy for course marketing.
- Management of the college mailing system.

2013 - Present | Lecturer and Mentor

- Lecturer in the Art Direction & Branding course for graphic software and design for professionals, advanced techniques & practices in graphic design.
- Lecturer in Adobe Graphics software.
- Student coach for final projects.
- Launch of textbooks that upgrade with the new versions.
- Recognition as an outstanding lecturer in a college; all students give only positive feedback.

2011 - 2012 | Brand Designer & Advertiser

- Responsible for design, branding & advertising.
- Design of study materials, presentations, posters, ads, campaigns and more.

2015 - Present | Ort Academy | UX/UI Lecturer

- Teacher of the methodology of UX/UI from the research phase to the designed product.
- Facilitator of students' visual communication projects for the Ministry of Education.

2012 - Present | Loop studio Owner

- Diverse projects ranging from applications to complex systems.
- Prominent clients include: **The Weizmann Institute, Playmobil Global**, the Municipality of Bnei Brak, the Municipality of Jerusalem and more.

2010 - 2011 | - Agas Advertising Agency

- Graphic and Brand designer