

## Summary

- Design experience in Branding & Web Design studios
- Open University Associate degree in Visual Communication and UX/UI Design
- Creative, Branding, Animating & Illustrating

## Experience

2024

### UX/UI Designer | [Webstick & Maayan Lev Design Studio](#)

- Conducted user experience research and produced interfaces for 30+ B2C websites, elevating the digital presence of businesses, in collaboration with product and developers.
- Designed and executed company 20+ digital landing pages that increased company sales by 65%.
- Boosted business credibility and attracted 50% more high-value projects by brainstorming and implementing new features, through to production.
- Enhanced productivity by 15% by implementing innovative decision-making processes with trending design tools.

2023

### Graphic & UX/UI Designer | [Rinat Hadar Studio](#)

- Collaborated alongside 3 designers to perform research and formulate creative ideas to boost KPIs.
- Led animation projects that introduced innovative solutions, enhancing business operations and engagement by 20%.
- Made design templates that saved 10 hours per week of manual branding presentation design.
- Performed User experience research, User Interface Design for Corporate websites & Ecommerce websites, Turning Creatives concepts into digital products.

2022

### Graphic & UX/UI Designer | [Self employed](#)

- Made "Track" ([link](#)) - SaaS platform designed to consolidate error management for users of different automation platforms (Make, Zapier, Pabbly), and improve operational efficiency.
1. Collected and analyzed 40 quantitative and qualitative survey responses, identifying key user pain points to inform design decisions; findings guided the enhancement of features that addressed three major usability issues.
  2. Identified key user problems and targeted audience, increasing product-market fit by 30% without detailing the methodology.
  3. Ensured 100% user satisfaction by developing a prototype to validate the user-friendliness and effectiveness of the final product.
- Created corporate and e-commerce websites aligned with user research insights and company KPIs to enhance user experience and achieve business objectives.

## Skills

### Tools

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
HTML & CSS  
Wordpress & Elementor

### Design & Research

Personas  
Competitive Analysis  
User Flows  
Wireframing  
User Research  
Usability testing  
Prototyping  
Sketching  
Visual Design  
Design system  
Interactions  
Branding

## Languages

- Hebrew - Native
- English - Fluent
- Russian - Conversational
- Spanish - Conversational

## Education

2022 - 2023

### [Open University - Associate degree in Visual Communications](#)

- Specialized in Graphic Design, Branding, Animation and UX/UI.

2022

### [HTML & CSS Course](#) | [SHECODES](#)

- Learned the basics of web development.