

Profile

I started my design career as a website designer at WIX. Adapted to creating innovative and practical websites, while building the infrastructure to continuously manage websites for big clients. Such as NTT, PRINT MAG, Griip and Mikey Burton. In my future position my goals are problem-solving, research and product development. In the past year, I have gained experience in the marketing and brand design fields. I excel at organizational abilities, the ability to prioritize and meeting deadlines.

Employment History

2021 - Today Riskified - Marketing and Brand Designer

- Producing campaigns that strengthen community and business relationships, increase brand engagement, and grow audience segments
- Working with agile methodology on multiple projects simultaneously.
- Managing the conceptual development and delivery of visuals across different medias (landing pages, ads, social posts).

2018 - 2021 WIX - Web Designer, Wix In House Agency

- Responsible for large client website projects, from requirements definition to implementation.
- Coordination with other departments - product managers, developers, and content writers to create a full experience and correct design principles
- Conduct a full design cycle, from collecting inspirations, building a site map with an understanding of different scenarios, creating wireframes, creating visual language systems, and delivering it to development.
- Working with the company's products and adapting them to the customer's needs, while giving feedback to the R&D teams.

Education

2014 - 2018 - Holon Institute of Technology, Visual Communication Design

Elective – Interactive Design

Feb 2017- Jul 2017 - IED Milan - Istituto Europeo di Design

Thanks to my high grades, I was accepted to a student exchange program

2007-2011 - Blich High School

Full matriculation exams, focused on English, History, Biology and Math

Military Service

2011-2013 - Ministry of Defense

Worked closely with the most senior echelons (equivalent to Major General)

*High security clearance

Languages

Hebrew - native speaker

English – speaking, writing and reading fluently

Skills

Figma

Illustrator

Photoshop

Indesign

After Effects

HTML - working knowledge

CSS - working knowledge

JavaScript - working knowledge

UX/UI

Communication

Time management