

UX/UI & Web Designer with 10+ years of experience designing digital products and marketing websites. Experienced in product design (Lemonade) and in owning the design direction of large-scale marketing websites (Atera).

PROFESSIONAL EXPERIENCE

Web & UX/UI Designer (Sole Designer) | Atera

2023–2025

- Led the redesign of Atera’s marketing website as part of the company rebranding initiative
- Built and implemented a new design system to ensure visual consistency across the website
- Owned the design direction and evolution of the company’s marketing website end-to-end
- Collaborated with marketing, product and development teams to align brand, UX and business goals

Product Designer | Lemonade

2022–2023

- Product Designer for the Home Insurance product at Lemonade
- Designed a new self-inspection feature improving the customer onboarding experience
- Collaborated with product managers and developers to improve usability and product flows

UX/UI Designer | Bright Data

2020–2022

- Designed UX/UI for key website pages and digital experiences
- Developed the visual language and interface patterns for the company's new brand
- Played a key role in the rollout of the company’s rebranding across digital touchpoints

Visual & Marketing Designer | Story

2018–2019

- Developed visual concepts and art direction for brand campaigns
- Designed marketing materials and social media assets

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Marketing & Branding Designer | Buzzhunter

2014–2018

- Led branding and marketing design projects for international clients
- Designed advertising campaigns across digital and print platforms

Freelance Designer & Photographer

2014–2021

- Delivered branding, UI design, photography and marketing materials for various clients
- Managed projects end-to-end including client communication and delivery

EDUCATION

Shenkar College of Engineering & Design

B. Design in Visual Communication Graduate

2012-17

UXV Certification Program

User Experience Certification Program

2022

Maoff Rishon LeZion

Study of Entrepreneurial Sales and Marketing

2017-18

Create

UI Interface design course

2020

Gan Nahum Gymnasium

Graduate graphics studies

2006-9

SOFTWARE PROFICIENCY

Figma · Photoshop · Illustrator · InDesign ·
After Effects · Lightroom

LANGUAGES

Hebrew – Native
English – Fluent

ACHIEVEMENTS

“Twining” photography project featured in:
Haaretz · Time Out Israel · Mako · Bored Panda

Best Photography Stories of 2017

Haaretz Photography Blog

Exhibition:

“Going Out” – Best Graduates of Israeli Art Schools,
Old Jaffa

Speaker:

International Photography Festival – PHOTO IS:RAEL
(2 lectures)