

PROFESSIONAL EXPERIENCE

Product Designer | Lemonade

2022-23

Product designer responsible for the home insurance product at Lemonade. Design the a new self-inspection feature.

UX/UI Designer | Bright Data

2020-22

Characterised and designed aspects of the product UX/UI, often-time from scratch: developed the product's (dashboard and website) visual language, user flow, and interface; set the infrastructure for the new branding of the company.

Freelance Designer and Photographer

2014-21

Strategized and executed branding, presentations, UI, marketing, and packaging design. Managed client acquisition and retention independently. Worked with renowned clients such as Luminati, Iconyc, Inbar Merhav G, and others. Established excellent interpersonal relationships. Proficient in both stills and videos.

Visual & Marketing Designer | Story

2018-19

Art design and concept for photoshoots and window display design. Design concept to all social media of the brand.

Senior Marketing & Branding Designer | Buzzhunter

2014-18

Led advertising and branding projects, creating extensive design and marketing language. Designed diverse materials for print and digital media, managed international projects, and excelled in prioritizing tasks under pressure.

ACHIEVEMENTS

- The "Twining" project were featured in: Haartz, Time out israel, Mako, bored panda.
- "Twining" chosen to be one of the best stories that made the year 2017 on the photography blog of haaretz.
- Exhibition in Old Jaffa "Going Out" Best of the 2017 Graduates from all art schools in Israel Debut exhibition.
- Lectured twice in International Photography Festival- "PHOTO IS: RAEL".

EDUCATION

UXV Certification Program

User Experience Certification Program

2022

Create

UI Interface design course

2020

Maoff Rishon LeZion

Study of Entrepreneurial Sales and Marketing

2017-18

Shenkar College of Engineering & Design

B. Design in Visual Communication Graduate

2012-17

Gan Nahum Gymnasium

Graduate graphics studies

2006-9

SOFTWARE PROFICIENCY

Figma, Photoshop, Illustrator, InDesign, After Effects, Lightroom.

SOFTWARE PROFICIENCY

Hebrew – native speaker
English – high level