



ABOUT

I am Passionate about creativity and design. A conceptual thinker, problem solver and aesthetics enthusiast. I would love to join a team that I can contribute to, learn and grow with. I am able to combine my attention to details, innovative approach and auto-didactic capabilities.

EDUCATION

Self-taught with high independent learning skills. This ability helped me develop an ever-expanding creative toolbox. I have accumulated my knowledge on a variety of platforms such as online courses, webinars, articles, podcasts, books, and more.

RELEVANT COURSES

- **UX Essentials and UI Design**
Lector : Daniel Walter Scott | Students : 80K+
- **Design theory by Joe natoli**
Lector : Joe Natoli Lectures : 51 | Students : 8K+
- **UI for UX Designers - interaction design foundation**
Lector : multiple | Students : 10K +
- **UX Design Program - interaction design foundation**
Lector : multiple | Students : 10K +
- **Complete Web Design: from Figma to Webflow**
Lector : Vako shvili | Students : 46K +
- **The webflow masterclass**
Lector : Ran Segall | Students : 3.5K +

[+ more ...](#)

SKILLSET

SOFTWARE

- Figma, Adobe XD, Invision, Protopie
- Adobe: After Effects, Premier Pro
Photoshop, Illustrator
- Microsoft Office, Google Suite, Notion
- Webflow

WORK EXPERIENCE

FREELANCE UX/UI DESIGNER

2019 - present

Designed mobile and web products as a freelance designer for a variety of individuals and companies which led by my mentor & employer. I helped many clients achieve their business goals and better understand what problem their product is trying to solve and how to empathize with their users through user experience research processes and methodologies

HERZL ROTSCCHILD GROUP MANAGER

2014 - 2019

I had the honor of leading one of Tel-Aviv's top food franchise businesses for more than five adventurous years in which I grew personally and developed numerous soft and hard skills. My main responsibilities as a manager were:

- Production Manager
- Recruitment and training
- Managing external events
- Procurement Management
- Managing food safety and quality
- Financial reporting

[+ more ...](#)

METHODS & LANGUAGES

- Visual responsive design
- Wireframing & Prototyping
- Research & Usability-testing
- Micro-interactions, Video editing
- HTML5, CSS
- Hebrew, English, Russian