



YEDID FLAQUER

UI/UX DESIGNER



PROFILE :

I'm a UI / UX Graphic designer, Social media manager with 10 years of experience specializing in client services, creating new content designs, project management, excellent business and presentation skills, strong analytical creativity, thrive to see and find new opportunities and challenges to address problems encountered by the design team. I have a proven ability to meet and exceed revenue expectations.

- . Won employee awards for performance, leadership, client advocacy, and creative design
- . Achieved \$ 1.5 million in sales revenue for three consecutive years, exceeding revenue goals by 50%



EXPERIENCE :

Social Media Content Manager | New York, NY - Tel Aviv, Israel - Europe | 2014 - Present

- . Developed new content and Campaigns to serve new markets for new start-ups and aided 30% growth of accounts against competitors.
- . created and published editorials, digital designs and copywriting for individual artists and start-up social media platforms including twitter, instagram, Facebook and Tumblr, increasing target reach by more than 25%
- . Conducted focus groups to discover user needs then experimented with new discovered features achieving 40% of traffic increased for new created features.
- . Planned and implemented UX UI strategies that reflected country-specific individuality while keeping the brand identity for each unique MSN service through the use of ethnographic cultural research techniques, reached 30% of new market.

Apple Inc, Product Specialist | New York | 2017- Present

- . Partnership with management and the business team to provide the right solutions, products into new started-up business, increased new business revenues 15% in the last quarter.
- . created new customer learning interaction for parents with kids learning disabilities increasing the parents attendees profiles to 10%
- . researched new technology features applicable to iPad and iPhone products that would satisfy the customers' needs, this increased business revenue and customer's interaction to 20% against prior quarter.
- . Measured and tested new products initiatives creating new business opportunities in the tech - market design, improving the customer's satisfaction 85% against prior quarter.

Time Inc, This Old House Intern - Photography - Art Department | New York | 2013-2014

- . Optimized daily performance ; provided reports to clients and made appropriate changes based on client's feedback generated 20% of revenue by implementation new design content through the media print process.
- . Assisted Art Directors in the creation of online client campaigns, setting performance goals and testing relevant media ensuring a productivity of 75% through the campaign strategy.
- . Designed new print media covers for the launch of the magazine online digital media version, aided increase 25% of traffic.
- . Helped Director of Photography monitor new data - bases, and photo shoots for production and circulation of new magazines edition generated a 20% increase in-house productivity.



EDUCATION :

Touro College of New York, NY

Master of Arts -Multimedia Graphic UX UI Design.

| **Present.**

The City of College of New York, New York NY.

Bachelor of Arts -Electronic Design and Multimedia
Minor in Economics start-up Entrepreneurship.

| **June 2014**

