

GABRIEL MAZOR

UX Designer

Tech & innovation really getting me **excited**, that's the first thing you will notice about me.

Today, I'm a **second year B.A. student** for **Business Administration & Digital Innovation** at **Reichman University**, and I'm looking for my **next place to grow in**.

Experience

2020 - 2021
Anuchka - Medical & Aesthetic Clinics
Digital Transformation Manager

- Collected data that was getting lost before with a CRM that tailored to the business needs.
- Made a rebranding and developed a website to match the audience, in order to grow conversion.
- Sales and revenue grew in 500%, and third branch on its way.

2018 - 2020
Daka Hotels HR
Marketing Manager

- Was responsible for recruiting manpower and clients.
- Converted inefficient offline process online, now hotels can find employees in the same day, thanks to a Facebook community I opened.

2017 - Today
Brender - Creative Professionals
Founder & Customer Relations

- Personally accompanied companies threw rebranding and digital transformation processes.
- Managed a team of freelancers from different spheres.
- Got experience in sales and business management.

2014 - 2017
Carbuzz
Social Media Team Manager

- Managed Facebook pages with millions of followers.
- Made engaging and viral content, with over 20M views.
- Managed campaigns for products that were promoted.

Junior UX Designer

- Worked on a new product by Carbuzz, named Drivn.
- Researched the competition & customer needs using surveys and user interviews.
- Made wireframes and simple prototypes.

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Education

2020 - Today
Reichman University
Second year Business Administration with specialization in Digital Innovation student

Valedictorian, with GPA of 93 points.
Learning UX, Programing & Data Science as part of the program.

2017 - 2019
Mentor College
Interactive Design & UX/UI Diploma Studies

Overall interactive design studies.
Worked in a team on a real client projects.

Military Service

2013 - 2016
Ground Forces Headquarters
Driver of Brigadier General Hagai Mordechai, Chief of Stuff of The Ground Forces

Languages

Hebrew Native Speaker

English Professional Level

Russian High Level

Interests

- Passionate about tech and automobiles.
- Daily business & economics podcasts listener.
- Playing guitar and can't imagine life without music.