



ILANIT BALDINGER

Graphic and Web Designer



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ilanit.github.io/portfolio/en

EDUCATION

Website Designer

Da Vinci Art School

03/2009 – 12/2010

Graphic Designer

ORT Tertiary Institute

03/2006 – 12/2008

Science and Letters

Bilingual High School

Martin Buber

03/2000 – 12/2004

COURSES / WORKSHOPS

- **Python for beginners** at Codo a Codo
- **Advanced UX/UI** at CoderHouse
- **Responsive Design** at DotZero
- **HTML5/CSS3** with Maestros del Web and CristaLab
- **Interaction South America / UX Meetups / Trimarchi**
- **Experimental Illustration, draw and paint**
- **Non-formal Volunteer Educator for Kids** at Bamah (NGO)

LANGUAGE

- Spanish
- English
- Hebrew

WORK EXPERIENCE

Mercado Libre

2018 – 2023

UX/UI Designer

- Designed managing tools for tracking salespeople and suppliers, applying expertise in research, user flow creation, impact mapping, prototyping, handoff processes and testing.

Marketing Designer

- As a marketing designer at Mercado Libre and Mercado Pago, I oversaw marketing campaign creation across online ads, social media, videos, and emails emphasizing awareness, engagement and loyalty.

OLX Group

2013 – 2017

Graphic and Multimedial Designer | UI Developer

- Initially as a frontend developer I worked on the website across several countries. Later, moved to a Graphic and Multimedia Designer role where I created content for online marketing campaigns, social media, PR and communications.

Citibuddies

2013

Creative Designer and Front End Developer

- I gained valuable experience in a startup where I worked as a graphic designer, web developer, and handled corporate redesign, website, social media, presentations, and more. This opportunity not only expanded my skills but also introduced me to the dynamic world of entrepreneurship.

Focus Media

2010 – 2012

Web Designer and Front End Developer

- Design and development of the websites of the company which is a event organizer, and publisher of magazines and guides aimed at various businesses and institutions.

SKILLS

Design Tools: Figma / Photoshop / Illustrator / InVision / After Effects

Technologies: HTML5 / CSS3 / JavaScript / Python

Programs: Visual Studio Code / Adobe Acrobat / Microsoft Office

Operating Systems: Mac / Windows

Methodologies and tools: Scrum / GitHub / Jira / Trello