

## Web Designer, Marketing / Graphic Designer

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### Education

Minshar For Art  
Visual Communication  
2006 - 2010

Wizo Tsarfat art school  
Fine arts  
1999 - 2002

### Tools

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign

### AI

Midjourney  
Dalle 02  
Adobe Firefly

### Design

Visual Design  
Interaction Design  
Data Visualizations  
Illustration  
Product Design  
UX/UI Design

### Languages

Russian  
English  
Hebrew

### Work experience

UI/UX, Marketing Designer

2021 - Present  
Herzliya

#### Nayax

- Define the company's creative vision and drove concepts to craft innovative interactive experience
- Create brand identity and visual assets for different company subsidiaries
- Develop UX/UI concepts from wireframes and prototype to the final product design
- Partner closely with product managers to improve the user experience

Web Designer, UX/UI Designer

2017 - 2019  
Ramat Gan

#### Ofakim

- Created brand identity
- Designed a UI for the back office
- Designed and created all of a company's visual components
- Worked closely with big companies to upgrade their user experience

Web Designer, Graphic designer

2010 - 2016  
Herzliya

#### Plarium

- Designed, developed and produced visual content such as posters, banner ads, images, and layouts for both on and offline campaigns
- Designed responsive websites
- Created website layouts and user interfaces
- Created new visual solutions & design language for charts, tables, and configuration pages
- Created and establish brand languages
- Photo shooting campaigns

Product Designer, UI/UX Designer

2010 - 2020

#### Freelance

Produced assets that help develop and evolve user experience such as: mood boards, storyboards, design briefs, sketches, visual language guidelines, visual comps, prototypes, wireframes, and more