Marc Friedman

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# PROFESSIONAL SUMMARY

Self-motivated and hardworking second year communication student with experience with UX/UI design and communication strategies.

# EDUCATION

**Reichman University, Herzliya, top 8% of my class – Deans List 2021 - 2022 Herzliya, Israel**

###### Bachelor of Arts, Interactive Communication Oct 2020 – Jul 2023

* Coursework: Human Computer Interaction, Interactive Product Design
* Product Performance
* Seminar: GUI Design: Understanding Icons, Folders & Visual Concepts
* User Experience (UX) Design
* Introduction to Human Computer Interaction (HCI)
* Cognitive psychology for user experience (UX)
* Visual design for UX (UI)
* Activities & Societies: Investment Club member

###### **Career Foundry, UI design Program, February 2021 - November 2022 (anticipated)**

* The UI design program includes expert mentorship and career coaching, a rigorous curriculum in sync with the industry, and hands-on projects.

# EXPERIENCE

**Sumit AI Internship Herzliya, Israel**

###### Junior UX/UI designer Jul 2021 – Sep 2021

* Assisted with product management in developing various software’s
* Designed and developed B2C and B2B software’s
* Conducted market research to analyze with company’s initiatives and results across global markets

**Israeli Air Force Tel Aviv, Israel**

###### Director of Administrative Services Apr 2018 – Oct 2020

* Supervised performance of administrative functions. Reviewed and edited correspondence prior to release, submission for signature, or other disposition
* Typed and reviewed military and nonmilitary correspondence in draft and final copy for accuracy and relevant content
* Assembled final product for review, authentication, or other disposition and prepared registered or certified mail for dispatch
* Conducted periodic review of files to ensure proper filing of correspondence and controlled use of reproduction facilities and reviews items to be reproduced; planned and organized office operations such as publications and office administrative items
* Inspected subordinates’ units and made recommendations for the elimination of deficiencies or improvement of administrative operations

**Clicks Talent Tel Aviv, Israel**

###### Content Producer May 2017 – Aug 2017

* Assisted with producing the perfect combination of influencers to deliver high quality professional viral content to promote more business
* Reviewed and vetted influencers’ followers to ensure an accurate engagement rate
* Analyzed peer analysis and provided ranking in terms of revenue

# VOLUNTEER EXPERIENCE

**The Jewish Agency of Israel Tel Aviv, Israel**

*Alumni pre-military academy Participant* Aug 2017 – Feb 2018

* Assisted in the development of Jewish leadership on both sides, strengthen connections between the Partnership communities, encourage meaningful IDF service, and see participants become active and contributing citizens and Jewish leaders
* Collaborated with the team to ensure the majority of content is delivered in English, with activity revolving around topics related to Jewish leadership, advocacy, and Zionism
* Assisted in overseeing the activities are conducted in Hebrew, with stronger emphasis placed on preparing for army service and future leadership

**Ministry of Immigration and Absorption** **Tel Aviv, Israel**

*Mentor* Aug 2017 – Feb 2018

* Assisted and monitored new immigrants from their initial arrival and arrangements in Israel until their absorption and integration into all facets of Israeli life including areas such as financial, vocational and educational

# TECHNICAL SKILLS

Microsoft Office, HTML5, CSS, Figma, Adobe XD, AxureRP 9,

# PROFESSIONAL SUMMARY

Hebrew and English