

I cherish the process of bringing ideas to life, listening to what's needed, and creating visual experiences that resonate. I'm looking for projects where creativity blooms, and where I can grow alongside the people and projects I'm passionate about.

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Givatayim, Israel

Portfolio

LinkedIn

## EXPERIENCE

2023 - Now  
Freelance

### Web, UX/UI & Graphic Designer and Illustrator

- Successfully managing and delivering creative, client-focused solutions that drive engagement and elevate brand identity.

2022 - 2023  
IT Green Solutions  
Ireland

### UX/UI & Graphic Designer, Social Media Manager, Account Manager

- Improved user experience by developing concepts and designs for clients, including product kits, websites, and applications.
- Provided feedback on required design and account management changes.
- Increased lead generation for the sales department by creating and managing visual content and copywriting for social media, resulting a 15% increase in leads over a quarter.
- Analysed and generated monthly reports to identify improvement areas in marketing campaigns, leading to positive outcomes and a 10% increase in campaign engagement.
- Managed ongoing client relationships and IT issue resolution with support departments, ensuring a positive impact and a 95% client satisfaction rate.
- Communicated effectively with the company and clients in English.

2021 - 2022  
BoBo Boutique  
Tel Aviv-Yafo

### Graphic & Brand Designer and Fashion Designer Assistant

- Designed women's clothing and patterns, detailed technical sketches, and supported all stages of production.
- Communicated directly with clients to understand their needs and improve designed clothing, resulting in a high rate of repeat customers.
- Created solutions to expedite development processes, such as streamlining fabric and garment samples, deliveries, and auxiliary products, enhancing shop design to streamline processes and increase customer satisfaction through quantifiable results.
- Supported and improved website design and developed social media exposure strategies to increase online sales, leading to a high 15% increase in online sales.
- Produced, managed, and oversaw fashion campaigns and collection photoshoots, ensuring high-quality visual content for marketing materials.

2019 - 2021  
More Investments  
Ramat Gan

### Secretary & Administration Management

- Managed administrative team in the main department with a focus on improving customer and employee experience.
- Supervised inventory and suppliers for five departments, ensuring smooth operation and no production delays due to material shortages.
- Trained and onboarded new teams to enhance their capabilities and improve performance, resulting in 10+ long-term satisfied employees and a 15% decrease in onboarding time.
- Coordinated schedules for executives and directors, including team meetings, board meetings, and investment companies, ensuring efficient time management for all parties.
- Provided professional support and information to customers, directing them to the appropriate departments for assistance, achieving a 90% customer satisfaction rate.

## EDUCATION

2015-2019: B.F.A Multidisciplinary Art, Shenkar College, Israel

- Courses: "UX/UI & Website Design" & "Visualization of Interior Design, Architecture, and Exterior Design"

## SKILLS

Languages English Hebrew Ukrainian Russian Learning French Czech

Technical Figma Illustrator Photoshop Premiere Office 365 HTML/CSS WordPress Procreate

Soft Critical & creative thinking Problem Solving Project Management Communication Attention to detail Leadership skills Emotional intelligence