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 Tel-Aviv.

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## EDUCATION

### UI/UX & Digital Design Program

Create Academy. Tel-Aviv 2018-2019

### Digital Design Foundations

Sagi Shrieber . Online Course 2019

### UX/UI Interface Design Course

Netcraft Academy. Tel-Aviv 2013

### User Experience Design Course

John Bryce. Tel-Aviv 2011

### Adobe - Advanced Training Course

Mentor Academy. Tel-Aviv 2007

### BA in Visual Communication interactive track

Bezalel Academy of Art & Design  
Jerusalem 1998-2002

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## TOOLS

Figma, Sketch, Photoshop, illustrator,  
Indesign.

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## LANGUAGES

Mother tongue – Hebrew  
Fluent English (lived in Canada  
for two years).

## EXPERIENCE

### UI Designer | “Sesame Enable”

Redesign of app for people with disabilities.  
Caesarea 2019

### Freelance Designer | Playtika

Design of social media and marketing materials.  
Herzliya 2019

### Senior Designer, Art Director & Creative Management | Shake Design

Creative management and design for a wide variety of customers  
and brands including Strauss, Elite, Gindi, Huggies and more.  
Tel-Aviv 2011-2019

### Senior Designer & Art Director | Baruch Nae Studio

Designer for a variety of brands, taking part in their key branding  
processes. Projects included branding the Tel Aviv municipality,  
rebranding El Al Israel Airlines, a project by celebrated architect  
Richard Meier and more.  
Tel-Aviv 2005-2010

### Freelance Designer

Graphic design of marketing materials.  
Berlin, Germany 2004

### Designer | Design Studio “David Harel”

Graphic design of marketing and printed materials.  
Jerusalem 2002-2004

### Designer | Design Studio “Irit Hayon”

Designer for a variety of brands.  
Tel-Aviv 2000-2002

### Designer | Meridian High Tech

Designer for localize software.  
Jerusalem 1999

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## SKILLS

- Working directly with customers. Creation and production of presentations and tenders.
- Creative Manager of designers and graphic artists.
- Project Manager: Supervision of creative content, construction of project schedule, setting up of professional team and team management.