

### SKILLS

UX&UI Design  
User Research  
User Flows  
Wireframing  
Prototyping  
Usability Testing  
Graphic Design

### DESIGN TOOLS

Figma  
InVision  
Webflow  
Photoshop  
Illustrator  
InDesign

### LANGUAGES

Hebrew - Native Speaker  
English - Fluent

### MY CORE

Passionate about understanding the users and designing the most transparent, clean, and aesthetic solution for their problem. A team player that strives to learn about research, people, and business. I play classical music on a flute, sit for meditation at least once a day, swim in the open sea, and do yoga.

### WORK EXPERIENCE

#### Mary Daniel / UX-UI Designer | Graphic Designer

2019-2021

Freelance designer, with the knowledge I earned I assist different clients (fintech startup, event productions, cocktail brand etc.)

To help my clients meet their KPIs, I handled design problems from logos to complete LPs.

I created flows, detailed wireframes, and conducted market and user researches. Following that, I worked on the visual interface.

### EDUCATION

#### Create Future School / UI-UX Design

2021-2022

Experience with market research, user research, building a concept, architecture, wireframes, usability testing, storytelling, presentations.

#### Shenkar / Graphic Design

2019-2020

Experience with building a concept, composition, typography, grid, color, aesthetics etc. As part of my studies, I experimented with branding, logo design, posters design, magazines, business cards etc.

#### Xtra Student / Digital Design

2018

Learned the principles of interface design, with reference to typography, composition, color and visual hierarchy.

#### Tel Aviv University / B.A in Art History

2015-2018

Analysis the form and meaning of works of art and their historical, philosophical, religious, social, political and economic contexts. Familiarity with the research methodologies of the field. Applying the theoretical knowledge in criticism and writing about art, curatorship etc.