



## Qualifications

- Creative, skilled Senior UI/UX and Multimedia Designer with recent experience design of Mobile apps, UI, html5 and css3, animated graphic content. I'm great team worker however I enjoy working independently as well. Capable of managing many tasks simultaneously, excellent communication & presentation skills, Ability to work in a multi-level organization, High level of self-learning abilities with special focus on innovation and simplicity.

### EDUCATION:

**2001 – 2003** CAMERA OBSCURA, Graphic Design and New media

**2000** JOHN BRYCE, Web Design and multimedia producing

### PROFESSIONAL EXPERIENCE:

#### **2015 – 2018 Freelance & Art Director @ The Socialist**

- Design Branded Videos, Story's, posts and websites for the lifestyle and culinary world. design user flow diagrams, creating screens requirements, sketching high level UI, input details and annotations to UX sketches and creation lists of screens Personas and usability testing.

#### **2013 – 2015 UX Specialist at a Startup company**

- Touchy, A company in the TV&Mobile communication field. Which develops content enrichment platform. UX specifications for development 2nd screen cross platform product, design user flow diagrams, creating screens requirements, sketching high level UI, input details and annotations to UX sketches and creation lists of screens Personas and usability testing.

#### **2011 – 2012 UX Specialist at Conduit**

- Creation of UX specifications for development, design user flow diagrams, creating screens requirements, sketching high level UI, input details and annotations to UX sketches and creating lists of screens, design user flow diagrams and usability testing for the company web based product platform.
- UI Design for iOS, Android & Windows 8. GUI design. Concept creation from scratch and Implementation as clear visual design sense - From a usability point of view.

## **2008 – 2011 Freelance - end-to-end solutions for digital media marketing**

- Consulting, developing and designing internet web-sites (on-line shops and informational web sites)
- Leading branding processes from the concept phase through the UX, design and user interface to the final product.
- Developing and design an internal social network web-site for a high-tech company to support buying and merging with another company. These sites are being used these days as an internal knowledge sharing platform and for create new social connections between the employees.

## **2007 – 2008 Project Manager at PRESSCAST**

- Developing a video platform (live, on-demand) for internet, cellular and TV
- Consulting during the concept phase
- Collecting & prioritizing requirements from relevant people in the organization / company
- Writing product design document (including UI)
- Responsible for planning, monitoring and executing all project activities throughout the entire life cycle
- Evaluation of external vendor and managing the day-to-day work with them

## **2005 – 2007 Art-director and head of video department at NRG Maariv**

- Full responsibility of the portal design: UI interfaces, design of different templates, mini-sites, banners and marketing partner
- Managing the studio team
- Establishing the video department:
  - Recruiting and managing a team of 20 people (designers, photographers, video editors)
  - Budgeting the department and Establishment of video editing rooms.
  - Purchasing of relevant studio equipment
- Writing design document of the different web products.
- Managing different video projects in different phases of their life cycle
- Directing of editorial in the studio and outside.
- Establishment a video archives

## **2004 – 2005 Studio team member at NRG Maariv**

- A team member in NRG studio

**REFERENCES:** Will be provided upon request