

ABOUT

Graphic Designer and UI/UX Designer with experience in visual communication, branding, digital content and editorial design. Skilled in creating clear, engaging visual experiences across web, social media and print, with a focus on user-centered design and product thinking.

EDUCATION

- 2021-2025
- Visual Communication Diploma, graduated with honors**
- Minshar School of Art, Tel Aviv.
- 2021-2025
- B.A. in Humanities and Social Sciences**
- Open University of Israel, Ra'anana.

MILITARY SERVICE

- 2015-2017
- Recruit Platoon Commander and Logistic Operator, Magal, Infantry Corps.

LANGUAGES

- Hebrew - Native
- English - Fluent

SKILLS

- Photoshop
- Lightroom
- Illustrator
- Figma
- InDesign
- Autodesk Maya
- After Effects
- Wix Studio
- Premiere Pro
- Stable Diffusion

WORK EXPERIENCE

- Maariv Online | Designer**
- 2024-Present
- Created digital visual content, infographics and social media assets for Maariv Online, a leading Israeli news platform. Translated news stories and data into clear, engaging visual communication across web and social media, collaborating with editors and using Adobe Creative Suite and AI-powered tools to support fast-paced digital storytelling.
- Freelance**
- 2022-2024
- Created print and digital design materials for private clients, including invitations, posters, exhibition postcards and social media assets. Worked on layout, typography and image editing using Illustrator, Photoshop, InDesign, Lightroom and AI-powered tools.
- Gett | Customer Support**
- 2021-2022
- Assisted Gett drivers with app navigation, account updates and troubleshooting across digital platforms.

SELECTED PROJECTS

- Allenby**
- UI/UX & Product Design, 3D Modeling & Visual Identity
- Designed a mobile historical experience for Allenby Street, combining QR navigation, archival materials and 3D building simulations.
- Maad**
- Brand Identity & Packaging Design
- Created a food truck brand identity blending Japanese calligraphy with American graffiti influences. Developed packaging and brand visuals expressing the cultural fusion behind the concept.
- 2050 Water Forecast**
- Interactive Experience Design, UX/UI
- Designed an interactive website end-to-end in Figma, including user flow, visual system and prototyping, combining climate-based research, speculative storytelling and AI-assisted visuals.