



A creative-technologist, cross-functional marketing design professional, passionate about web-digital products. Powered by a unique variety of expertise I play a significant role in all phases and aspects of a brand and web product evolution. Specialties: Visual storytelling, web product, product marketing, user experience oriented design.



## Education

<b>UX certificate</b>	Google Academy
<b>BA Arts (Hons.)</b>	The Open University of Israel
<b>Web Design</b>	Mentor, Tel Aviv (Dreamweaver, HTML, CSS, Flash)
<b>Graphic Design &amp; Visual Communication</b>	Avni Academy of Art, Tel Aviv
<b>Business Management</b>	Academic Management Business school, Rishon Lezion



## Professional Experience

**Marketing designer** | Immunai www.immunai.com

Reprogramming the Immune System to Improve Health  
Own brand design projects, applying brand identity, digital assets, interface and presentaions.

**UI/UX & Marketing designer** | Techstars www.techstars.com

Techstars is the worldwide network and accelerator that helps entrepreneurs succeed.  
Assisting 10 companies as they likely grow from early stage operating companies into decentralized projects. From brand to content, storytelling and pitch decks, through usre journey, personas and dashboards.

**UI/UX & Marketing designer** | Israel365 Media www.israel365media.com

Israel365 is a digital agency providing solutions to non-profit organizations  
Deliver marketing-focused creative designs, working on various projects including print and digital marketing campaign materials, branded assets and templates, internal and external marketing initiatives

**Founder & Owner** | Tamarindi design studio www.tamarindi.com

Creative director, project manager  
Creative designer with a focus on **marketing** and sales materials, from ideation to production.  
Created integrated content across all marketing channels from print, events, digital and social media. Collaborate cross-functionally to understand business requirements and develop solutions that impact the bottom line and solve real user problems

**Visual Designer** | Verint www.verint.com

Freelance graphic designer  
Created large-scale environmental graphic design. From concept **prototypes** to **production**, project management, **supply chain supervision**.

**Product Designer** | Bio-Technology General www.btgil.com

Freelance graphic designer  
On-going product designs for international partners.

**Marketing Designer** | OPKO Biologics www.opkobiologics.com

Freelance graphic designer  
Marketing collaterals for bio-therapeutics development.

**Marketing Designer** | Protalix Biotherapeutics www.protalix.com

Freelance graphic designer  
From brand to Marketing collaterals for bio-therapeutics development.



## Technical Skills

Adobe - Photoshop, Illustrator, InDesign, XD  
Figma, Invision  
HTML, CSS  
WIX, WORDPRESS (DIVI), webflow  
Powerpoint

### Mailing platforms & Lead generation

ActiveCampaign, OptinMonster, Unbounce, Stripo, Mailchimp

### Project management platforms:

Trello, Monday, Notion, Asana

[ Fast learning curve to new skills & Softwares ]

## Military Service

Field Medic  
Medics Instructor

## Languages

**Hebrew** Native  
**English** Full professional proficiency



## Fun stuff to know:

A self learner, teaching and mentoring, playing Brazilian **Guitar**. I had a solo **art** exhibition. Professional **counsellor and judge** at the Junior Achievement youth organization. I love museums and Art events. Always learning, expanding my knowledge and **traveling** as much as I can.

Since 2018 I'm also a member of the Tel Aviv production team of **CreativeMornings** organization. Active as a **Social Media** coordinator and **community relations**.