

YARDEN ZOHAR

UX/UI & GRAPHIC DESIGN

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EXPERIENCE

2023

Z.Y CREATIVE

FreelanceR, UX/UI & GRAPHIC DESIGN

Creating web designs (e.g. landing pages, e-commerce) including benchmarks, style guides, wireframes and UI, brand identity, designs for digital & print, presentations and social media graphics.

2021-2023

OFIR SHPIGEL COMMUNICATIONS & PR

GRAPHIC DESIGNER

Primarily responsible for branding products & events, web design, preparing client presentations, and designing for social networks and print. Ensuring user experience, checking websites wireframe & design and their suitability for desktop and mobile platforms.

2018-2019

YENON REASERCH & DESIGN - Engineering Office

GRAPHICS & 3D MODELS

Created and designd from scratch 3D models of roads, bridges etc.. Combined existing images of the landscape with 3D models and made a visualization for a future outcome. The models were shown in a video art. Worked on several projects simultaniasly and attended meetings with clients.

EDUCATION

2020-2021

UX/UI DESIGN

NETCRAFT ACADEMY

Learned about different UX methods and UI roles & inspirations. Made a reaserch for every project, including questionarries, find user pain points, arranged all info into critical / important / nice to have. Created information architecture, personas, user scenarios, wireframes, screen designs for mobile and desktop & prototypes.

2014-2017

ARCHITECTURE & INTERIOR DESIGN

PRACTICAL ENGINEERING, TECHNION

Expiremented in various fields such as customer interviews, creating briefs, residence & commercial planning, interior design, practical studio, product design & architecture principles.

SKILLS

Ai, Figma, Ps, XD, WordPress, Ae, Id

MILITARY

2009-2011

BAHAD 11 - TZRIFIN

LANGUAGE

Hebrew - Nativ
English - Excellent