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SUMMARY

I'm the kind of designer who loves understanding how things work - both visually and technically. My background in UI/UX and hands-on front-end knowledge lets me connect the creative side with the practical side, and I enjoy collaborating with product managers and developers to bring ideas to life.

I'm a product designer who genuinely loves creating digital experiences and finding the balance between aesthetics and usability. Tools like Figma, Adobe Creative Suite, and AI design platforms are part of my daily flow, but what drives me most is creating products that feel right for the people who use them.

SKILLS

Design Programs: Figma, Adobe Creative suite (Photoshop, Illustrator, Animate), Capcut, LottieFiles.

Coding: HTML5, CSS3, sass, basic javascript. **AI programs:** NanoBanana, ChatGPT4.0, KlingAI, Firefly,

Managing Systems: Wordpress, Nop commerce, Shopify.

WORK EXPERIENCE

IntellForce | Product & Marketing Designer

2021 – current

I design and build websites and digital experiences, from product pages and landing pages to billing interfaces, using HTML, CSS, and SASS. I work closely with developers and product team, making sure every project feels polished, functional. Beyond product work, I also create internal communication materials for the company, from HR projects to conference booths, rollups, and branded assets.

Amadeus | Web Designer & Front-end Developer

2010 – 2021

I enhanced and modernized digital products through close collaboration with product managers and developers, including designing a CRM dashboard that helped teams track and improve performance. With a strong focus on pixel-perfect UI, I also built and maintained responsive, user-friendly websites for travel agencies. In addition, I created marketing materials and presentations and international conferences, ensuring clear communication and a consistent visual identity.

Studio Manch | Web Designer & basic developer

2008 – 2010

I designed and built a variety of websites using HTML and CSS, making sure each one was clean, functional, and SEO-ready. I also created animated banners, newsletters, landing pages, and mini-sites—always aiming to deliver designs that feel engaging, smooth, and enjoyable to use.

Education

- WebMaster 2.0 Course, John Bryce College
- Interactive Web Design and visual communication Studies, Mentor College
- Animation Course (After Effects), Adobe Certified
- Bachelor's Degree in Modern Art and Literature The Hebrew University of Jerusalem.
- High School Diploma – Tachkemoni School, Antwerp, Belgium.

Languages

French: Mother tongue
English: High Level
Hebrew: High Level

Citizenship

Belgian and Israeli