

Shani Halfon

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EDUCATION

Titan College | School of Design and Visual communication

Haifa, Israel

UX/UI Diploma

2020 – 2021

At the School of Design and Visual Communication, I majored in UX/UI Design, and developed strong skills in areas such as websites, wireframing, prototyping, app design, marketing, and advertising. I gained a deep understanding of the principles of design and visual communication, which I now use to create high-quality user experiences.

Emuna Ephrata | Academic College of Education for Art and Education

Jerusalem, Israel

B. ED Bachelor of Education in Graphic Design Specialized in Digital Media

2013 – 2016

I specialized in Digital Media and Graphic Design honing my skills in areas such as creative problem solving, an eye for detail, and the ability to create visual solutions that effectively engage and capture the attention of audiences. Through four years of hard work, I developed a comprehensive understanding of the principles of design and visual communication.

PROFESSIONAL EXPERIENCE

Marcomit

Ramot Hashavim, Israel

UX/UI Graphic Designer

2021-Present

- As a UX/UI designer, I am responsible for creating user interfaces that are attractive, useful, and usable. My primary focus is on understanding the customer's behavior and friction points through usability testing, customer feedback and other research.
- I handle site mapping, user flows, prototyping, wires, graphics, and visual design. Through feedback, site metrics, and usability findings, I can tailor my designs to the customer in order to best solve their problems.
- I design for multiple channels and devices/resolutions preferred, develop user interfaces that adhere to the latest standards, trends, and best practices, and work closely with the development team to ensure efficient and successful implementation.
- Build brands from the ground up, creating logos, web designs, and marketing materials.

Freelance

Israel

Graphic Designer

2016-Present

- Responsible of Creating visually stunning designs that capture the attention of audiences.
- Ensure designs reflect clients' vision and are of the highest quality.
- Manage the design and production of as many as 5 projects ongoing, from conception to production.

Ogen Digital

Netanya, Israel

UX/UI Graphic Designer

August 2018- February 2021

- Maintained all Digital and Print Designs such as web design, user interface and user experience utilizing mockups.
- Created projects including landing pages, marketing, social media, website projects through "Elementor".
- Digital Marketing -Animation Banners, Newsletters, Flyers, Banners, Branding, Logos.

Zeliger Shomron - Strategy and Advertising

Tel Aviv, Israel

Customer Portfolio Manager

2017 – 2018

- Monitoring and evaluating customer feedback to ensure customer satisfaction.
- Managed big and small company advertisements.
- Responsible for campaign plan including fundraising goals and timelines.

Alon Shvut School

Alon Shvut, Israel

Art teacher

2016-2017

- Developing, planning, and implementing a curriculum that meets the needs of all students in art class.

SKILLS AND INTERESTS

- Skills: Design, User research, User Flows, Wireframing, Prototyping, UI & Graphics, Story boarding, Time Management, Creativity
- Technical: Elementor, Figma, XD, Wix, Wordpress, HTML, CSS, Sketch, Indesign, Photoshop, Illustrator, monday.com, Office, Trello
- Languages: English (Fluent, Native), Hebrew (Fluent, Native)