

## Portfolio

[www.shanihalfon.co.il](http://www.shanihalfon.co.il)

As a UI/UX designer, I am responsible for creating user interfaces that are intuitive and easy to use.

I also ensure that the design is responsive across different devices and platforms. My role also involves researching user behaviors and preferences to create the best possible user interface.

## Languages

English | **Fluent, Native**

Hebrew | **Fluent, Native**

## Skilled Programs

Design	Prototyping
User research	UI & Graphics
User Flows	Story boarding
Wireframing	Creativity

## Technical

Elementor, Figma, XD, Wix, Wordpress, HTML, CSS, Sketch, Indesign, Photoshop, Illustrator, monday.com, Office, Trello, Ai Midjourney

## Education

**Tiltan College | School of Design and Visual communication** 2020 - 2021  
*UI/UX Diploma*

At the School of Design and Visual Communication, I majored in UI/UX 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** 2013-2016  
*B. ED Bachelor of Education in Graphic Design Specialized in Digital Media*

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

## Experience

**Marcomit / UI/UX Website Designer & Developer** 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.

### Project manager

As a project manager, I specialize in overseeing website development projects from start to finish, ensuring they are delivered on time and meet the client's requirements.

**Freelance / 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 / UI/UX Graphic Designer** Aug 2018 - 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.

**Zelinger Shomrom / 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.