

# CV Shmulik Moshe - UX/UI Designer

Portfolio: [uxshmulik.com/en](http://uxshmulik.com/en) • Email: [shmulikmoshe@gmail.com](mailto:shmulikmoshe@gmail.com) • Year of birth: 1981 • Married

## 10 Years Experience

UX and design of website and applications

## 7 Years Experience

Graphic design in marketing agencies

## 700 Academic hours

of study in the field

## Personal qualities

Artistic, logical and inventive, technical sense and strong attention to detail, excellent painter, good interpersonal skills, highly organized

**Languages:** Hebrew - mother tongue • English - fluent

**Knowledge and experience in graphic & web software:** Illustrator • Photoshop • InVision • Zeplin • HTML • CSS • Office WordPress • Flash • Axure • Adobe XD • Figma

## Education

**2013** John Bryce Jerusalem College, major in multimedia, UX and design (200 hours) [Graduation with honors!]

**2007** ORT Jerusalem College, major in graphic design & publishing (250 hours)

**2005** Preparatory school for design (234 hours)

Design, art, history, mainly practical - painting and drawing, sculpture etc.

## Work experience

### **2019-Today Freelancer**

UX Designer of Websites and Applications.

Creating WordPress Sites: WooCommerce sites, content sites, portals, catalogs and more. Creating Wix Sites.

The work process: Accompanying the customers from start to finish: Meeting  Research  Creating a concept  Flowchart  Wireframes  Design of screens  Supply style guide and graphics for development  Navigating the developers  Q&A  Continue with improvements after publication

### **2016-2019 UX/UI designer at Winsite ([www.win-site.co.il](http://www.win-site.co.il))**

The company specialized in the development of websites in WordPress, with focus on the UX and design.

As part of the job, I accompanied clients from the start until the website was created.

1. I got from the client all the data, I studied and researched the field and created a document that includes all the pages, features and navigation that will be on the site. 2. I created wireframes and flowcharts. 3. I designed all the screens. 4. I prepared all the graphics, style guide and explanations required for the development team, including supervising and accompanying the front-end team. (Most of the projects was done in Photoshop and InVision)

### **2014-2016 UX designer at Fatfish ([www.fatfish.co.il](http://www.fatfish.co.il))**

Project supervision over team of developers and designers • UX design of multiple website and apps for governmental and private institutions (such as government ministries, universities, faculties and more)

### **2010-2014 Art director & graphic designer at Politi-Steinberg, advertising & marketing agency**

Creative design for print & web • Expertise in branding, graphic concept development of product or brand

Planning & implementing advertising campaigns • Team brainstorming on promotional ideas

Preparation of Presentations

### **2007-2010 Graphic designer at Shlomi Drolit, advertising & marketing agency**

Branding of multiple companies Campaign advertising (including billboards, press ads, internet banners)

Designing in a fast-paced under time pressure Experience in creative design

1999-2002

A soldier in the logistics corps