




San Ben Shitrit

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EXPERIENCE

Freelance

2021 - Present

- User Experience (UX) and User Interface (UI) Design: Managing the full design process, including market and user research, needs characterization, creating wireframes, prototyping, and designing dynamic interfaces that combine aesthetics and functionality
- Advanced Graphic Design: Developing a unique language design, creating logos, marketing materials and digital products tailored to business branding
- Professional Video Editing: Creating promo and image videos, advanced video editing with visual effects using After Effects and adapting videos for different platforms
- Marketing Writing: Writing creative and marketing content tailored for websites, social media, and promotional materials, focusing on targeted messages that connect with the audience
- **Lead Product Designer (Second-Hand Marketplace App):** Led the full end-to-end design lifecycle for a C2C mobile platform. Conducted user research and prototyping, delivering a high-fidelity UI focused on intuitive navigation and secure transaction flows.
- **Exhibitor at 'The Spark' by Work Off Art (Curated by Yaara Sacs):** Co-created a dedicated immersive room. Executed all video art: Directed and edited original video installations that interacted with physical paintings to create a mixed-media experience.

Stripes Advertising Agency | Creative Director

2021 - 2024

- Managing monthly creative programs, building content strategies tailored to client needs, creating and supervising marketing plans
- Writing focused marketing messages for exclusive campaigns, adapting to digital platforms while maintaining brand language
- Managing unique campaigns, planning and executing campaigns, including producing visual content and innovative advertising strategies
- Collaborating with strategic clients, providing professional consulting, and implementing creative solutions to improve campaign visibility and results

MILITARY SERVICE

2015 - 2018

- Air Force
- Operational communication systems technician
 - Classified equipment warehouse manager

VOLUNTEER WORK

"Ayalim" Student Village

2024 - Present

Neighborhood Rehabilitation and Content Creation for Fundraising

Ono Academic College

2024 - 2024

Characterization and Design (UX & UI) of the Cyber Institute and Entrepreneurship Club Website

EDUCATION

Ono Academic College | 2024-2026

BBA in Information Systems

Professional Courses: Advanced Planning with JS, Web Development, Data Mining and DSS Fundamentals, AI Applications in Business, Algorithms and JavaScript Development, Advanced SQL & DBA, React, Data Communication, Operating Systems, ERP, SOC, CRM & Business Analysis, SQA, BI, Data Analysis, Project Management, Technological Project Analysis & Specification, Product Management **(Average: 93.3)**

Create | 2022 - 2023

- User Experience research & design
- User Interface design

Habetzefer | 2020-2022

Art Direction

SKILLS

Softwares

- Figma
- DaVinci Resolve
- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- Webflow
- Wordpress + Elementor
- Framer
- AI Tools

Languages

- Hebrew (Native)
- English (High Level)

Other

- Music producer (Ableton)

