



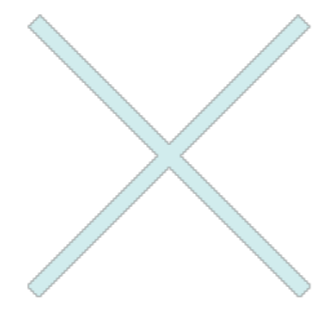


Connect With Me

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Sapir Binyamin

PRODUCT DESIGNER



Tools

-  Photoshop
-  Figma
-  InDesign
-  After Effects
-  Illustrator
-  Wordpress
-  InVision
-  Adobe XD
-  PHP, CSS & HTML
-  Adobe Media Encoder
-  Filmora
-  Canva
-  Jira

Languages

- 1 Hebrew (Mother Tongue)
- 2 English (Professional)

Military Service: Operations sergeant from 2014 - 2016, released with rank of sergeant

Experience

Graphic Designer / ESN Global Media / 2022 - 2023

- Designed engaging graphics for social media, applications, and websites using Photoshop, Illustrator, and InDesign.
- Conducted UX research and testing via interactive design prototypes for complex web applications, including user flow diagrams, site maps, and wireframes.
- Developed mobile and web application mockups; designed and updated landing pages, websites, and other assets to support communication and marketing strategies using XD and Figma.
- Generated or sourced multimedia assets for marketing materials via After Effects, Media Encoder and Filmora.
- Utilized collaboration tools like JIRA for work tracking and maintaining up to date project environments.

UI/UX Designer / Growth Engines / 2020 - 2021

- Characterization and design of user interface for the company website and products using Adobe XD.
- Developed design concept according to company values and target audiences through analysis of market and competitors.
- Collaborated with developers on website characterization, requirement analysis, and purchasing patterns among the target audience in English.
- Upgraded company website, design assets, marketing pages, and content organization to improve accessibility.

Restaurant Manager / Caspi Tel Aviv / 2019 - 2022

- Oversaw implementation of protocols, inspection, and employee training, placement, scheduling, and supervision.

Education

BA in Communications (Digital) / Ariel University / 2021

Coursework and final project included characterization and design of XD digital products, analysis of consumer behavior, utilization of industry software, digital content creation, campaign management, market surveying, and web design.