

Or Bornshtein

UX & Marketing Designer

Summary

I am a versatile UX and product designer **with 5 years of experience** in branding and marketing. At Papaya Global, I lead the design of the company's knowledge base platform, focusing on creating user-centered experiences and scalable design systems. My background in branding and marketing gives me a unique advantage in my work. Since **2019**, I have also been working as a freelance illustrator and brand designer. In **2025**, I completed the UXV Certification Program to deepen my UX skills and enhance my focus on product design.

Experience

Marketing graphic designer, Papaya Global

2022–Present

- Led design efforts for the company's knowledge base platform, with a strong focus on user-centered principles and product consistency.
- Designed high-converting marketing landing pages in collaboration with Performance and Email Marketing teams, aligned with campaign goals and brand guidelines.
- Spearheaded the development and implementation of the internal brand system across various internal design applications.

Graphic Designer, Shira Shechter Studio

2021–2022

I was responsible for crafting compelling brand identities and marketing materials that resonated with clients' vision and business goals.

- Managed design projects from concept to execution.

Graphic Designer, Happy (Advertising & digital agency)

2020–2021

I developed social media assets and marketing materials, contributing to brand strategies that strengthened brand presence and audience engagement.

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Education

2024–2025

UXV Certification Program by award winner Tal Florentin, John Bryce College.

2016 – 2020

B.Des, VC Design Department, WIZO Academy of Design and Education, Haifa.

Skills

Figma

Adobe PS, AI, ID

User Research

Wireframing

Team Collaboration

Prototyping

Design Thinking

Illustration

Languages

Native *Hebrew*

Fluent *English*

Reading *Arabic*