



Education

B.A. Student in Visual Communication (4rd Year)

Sami Shamoon College of Engineering (SCE), Be'er Sheva, 2026

High School Diploma (Chemistry & Biology Major), Amit High School, 2020

Professional Courses & Achievements

3rd IEOM GCC Conference, Saudi Arabia, Project "Flow" participated in an international design competition and was selected for presentation, February 2026.

OVGU Sustainability Summer School, Magdeburg, Germany, 2025.

Selected to participate in an international academic delegation representing Sami Shamoon College of Engineering (SCE), with a focus on industry and sustainability.

Work Experience

Freelance UX/UI Designer (2026 – Present), Independent.

- Designing UX/UI for websites, landing pages, and digital products
- Developing responsive websites using code and AI-assisted development tools
- Creating user flows, wireframes, prototypes, and complete visual interfaces
- Building visual identities and adapting brand systems for digital platforms

Traffic Light Media (2022 – 2026) Data Manager.

- Managing and executing digital marketing campaigns
- Nurturing leads and maintaining engagement with potential clients
- Monitoring campaign performance and analyzing data
- Collaborating with international teams to implement strategies

Languages & Skills

Hebrew (Native), English (Fluent), Russian (Native).

Claude Code, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Blender, ChatGPT, Google Analytics, Microsoft Office.

Volunteer Experience & Community Involvement

- Beit Yona (2016–2017) Elderly, Friends for the Elderly (2024), Matan BeSever (2025–Present) Food distribution & elderly support
- Building Committee Head (2023–Present) – Tenant, budget & management