

Keren Reichsfeld

UI/UX | Graphic Design

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🗨 Hebrew, English

Education:

2021-2022 "John Bryce", Haifa- Graphic Design and UI/UX studies, authorized by Adobe and the Israeli ministry of economy.

2015-2018 "Ort Kramim" High School, Karmiel- full Bagrut with a final grade of 107.07

Work History:

2022-2023 UI/UX and Graphic Designer *ISCAR, Business Development Department-*

- Designed user interfaces for complex systems, requiring a deep understanding of user needs and system requirements.
- Crafted effective microcopy for various digital products.
- Drove UI/UX requirements through to implementation in new and already existing software by creating wireframes, mockups and prototypes on Figma.
- Operated in a global development environment, working across multiple time zones.
- Conducted user testing to gain insights into user requirements and conducted research for new and existing products while adhering to the company's style guide.
- Developed interactive and responsive web pages (landing pages, home pages, e-learning courses) on WordPress using Elementor.
- Created unique illustrations and banners for company presentations and websites.

2021-2022 Customer Service, Technical Support and Graphic Designer *"Todaa Bria"*

- Provided customer support via multiple channels, including email, Facebook and phone.
- Used WordPress to upload content, create web pages (including landing pages and content pages), and troubleshoot technical issues for end-users.
- Collaborated in designing illustrations, banners, flyers, social media posts and newsletters

Military Service:

2019-2021 Welfare NCO (non-commissioned officer) *at Home Front Command, Nazareth*

Collaborated with military personnel to find solutions for socio-economic issues and respond to immediate hardships while maintaining efficiency under high-pressure.

Technical Skills:

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

HTML

CSS

Office 365

Elementor

WordPress

Adobe XD