bbd

Bat-El Ben David   ○   UX .UI Designer

🌐 My Portfolio

📞 054-7724142

@ batelbbd@gmail.com

Skills:

UX Research

User Jouneys

Concept Thinking

Persona Hypothesis

Wireframing

Style Guides

UI Design

Detail Oriented

Tools:

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Marvel

Zeplin

Magento

Wix

Google Forms

Google Analytics

Exprience

2022 - Current   **UX .UI Designer**
Self-Emploied
- Simplifying Complexity: Creating UX for complex interfaces.
- User researchs,usability testing and Competitive Analysis.
- Creating Low and high fidelity wireframes, Information Architecture.
- Balancing Aesthetics and Functionality in User-Centric Designs
  with a minimal and clean UI design.

2018 - Current   **Web Designer**
Shilav
- Leader of Shilav's e-commerce website design.
- Homepage Planing, designing and maintaining, while
  aware of conversion rate and sales.
- Creative supervision of Shilav's new website.
  consulting and working in cooperation with the
  development and ux team.
- Categories pages and Items display Optimization.

2014 - 2017   **UX Designer**
zap group
- Developing a digital appearance strategy
  for small-medium buisness of zap group's
  costumers.
- Website design planning, Digital campaigns,
  landing page and banners planning.

2012 - 2014   **Contact Writng for SEO**
AfterU
- SEO writing for websites.
- Microcopy and creative marketing headlines.

Education

2016 - 2018   **Website Design for New Media**
Hasifa - The open university's School of Arts
- Website and App Design.
- UX.UI Design.
- Planning and creating Branding.

2010 - 2013   **Commuincation, B.A**
Ariel University
- Marcom for new and traditional media.
- Marketing Researches.