

ABOUT ME

UX UI Product designer driven by curiosity and research.
I specialize in transforming user insights into intuitive, elegant solutions that balance aesthetics with function.
With a strong sense of empathy for users,
I bring strategic thinking and attention to detail to create meaningful, human-centered digital experiences.
For me, great design feels almost invisible, it works so intuitively that you barely notice it until it moves you.

EXPERIENCE

The Faculty of Educational Technologies at HIT UX/UI Designer & Communications Officer | 2024-2025

- Led end-to-end UX/UI and visual design for websites, landing pages, and educational games from concept through implementation.
- Collaborated closely with dev elopers to ensure accessibility, smooth execution, and pixel-perfect results.
- Designed the full branding and website for the Instructional Technologies Conference and co-managed production, contributing to record-high attendance.
- Designed and managed all marketing visuals for the faculty's social media channels, including graphics, campaigns, and content design.
- Provided Figma support and training to students and faculty, troubleshooting technical issues and optimizing workflows.
- Planned and executed academic events from concept to completion, overseeing logistics, design, and content.
- Managed internal communications and facilitated content across departments.

Lalee Design Freelance UX/UI, Web & Branding Designer | 2020 - present

- Partner directly with clients to translate business goals into clear, engaging design solutions across digital platforms.
- Design websites, landing pages, and digital campaigns that align with brand strategy and user needs.
- Create cohesive brand identities, building strong and consistent visual languages.
- Develop marketing materials and social media campaigns, ensuring visual consistency and professional execution.
- Manage end-to-end design projects independently from concept to final delivery, including client communication and timelines.

VOLUNTEERING

Website redesign for the association

"The New Fund for Cinema and Television" | 2022

- Redesigned the nonprofit’s website as part of a UX competition focused on reducing information overload and improving navigation.
- Defined the target audience, created wireframes, and designed a new visual identity aligned with the organization’s values.
- Improved content hierarchy and clarity to support easier user
- Delivered a full UX flow, visual system, and responsive layouts.
- Project was selected as one of the top three finalists and received strong positive feedback from the organization.

MILITARY SERVICE

Platoon Operations Lead IDF - Unit Matzov | 2014-2016

Supported the daily operations of a military cyber and computing unit, working closely with the platoon commander.
Tracked tasks, managed soldier assignments, and handled classified documentation to ensure order, clarity, and execution in a high-responsibility environment.

EDUCATION

Holon Institute of Technology | 2021-2023 UX UI design and interactive design

Kibbutzim College | 2019-2020 Visual Communications design and industrial design.

Bezalel Academy of Art and Design | 2017-2018 Art studies, General.

“Gimnasia Gan Nahum” High School, Rishon Lezion | 2011-2014 High school diploma, specializing in computerized graphic design.

UX SKILLS

- UX Research Methods
- User Research
- Wireframing
- Prototyping
- Usability Testing
- Information Architecture
- User Flows
- Competitive Analysis

UI SKILLS

- Visual Design
- Responsive Design
- Component Libraries
- Interaction Design
- Typography
- Color Theory
- Web Design
- Branding & Marketing Design
- Graphic Design
- Illustration, drawing & painting
- Basic HTML & CSS

AI TOOLS

- Gen AI (ChatGPT, Claude, Gemini)
- Midjourney
- Adobe Firefly
- Leonardo AI
- Nano Banana
- AI-based ideation & visual exploration tools

SOFTWARES

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Wix