

# ZOHAR ADIR

UI/UX GRAPHIC DESIGNER & SOCIAL MEDIA

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zohar adir

<https://zohar-adir.elementor.cloud/>

## ABOUT

- A passionate and dedicated Junior UI/UX Designer with a strong drive to create innovative and user-centered digital experiences. Possessing a keen eye for detail and a love for aesthetics, strives to bring together form and function to deliver visually appealing and intuitive designs. Looking forward to the next challenge in the UI/UX field.
- Social Media Manager with successful experience in content creation and video campaigns, driving increased website traffic and sales with a substantial impact- contributing to around 50% of product sales leading to a sold-out.

## SKILLS

- Figma
- Adobe Premiere
- Adobe XD
- Shopify
- Prototype
- Adobe After Effects
- WordPress
- Elementor
- Wix
- Adobe Photoshop
- Adobe Illustrator
- Zendesk

## EDUCATION

### UX UI & Digital Graphic Design- Hackeru College 2022-2023

- Successfully finished a 595-hour course, acquiring comprehensive knowledge in graphic design, encompassing graphic and vector image creation, branding, photo editing, and digital design. Specialized in UI/UX, prototyping, and designing responsive websites and applications.
- Additionally, studied website construction using Elementor, video editing, and animation creation, showcasing my abilities through a personal portfolio.

### Social Media Management & Paid Advertising- Digitalent 2019-2020

- Acquired in-depth knowledge of creating diverse content formats, optimizing content for various platforms, paid advertising and enhancing user engagement on various social media platforms such as Facebook, Instagram and YouTube.
- In addition, learned how to construct various newsletters for email marketing on the 'Smooove' system.

## EXPERIENCE

### Social Media Manager & Website Operation| Gottex Swimwear Brand December 2020 - Present

#### Social Media Manager:

- Creating content for Facebook & Instagram that boosts follower engagement and traffic to the company website.
- Development of social media strategies that contribute to the increase of brand visibility.
- Work closely with the marketing design team to create and design graphics for social media, various promotional campaigns, and newsletters. Additionally, conducted video campaigns, driving increased website traffic and sales, contributing to around 50% of product sales leading to a sell-out.

#### Website Operation:

- Creating various visual templates for the company website, resulting in a visually appealing and user-friendly interface.
- Establishing and managing product collections on Shopify.

#### Online Customer Service Manager:

- Training and Development of new employees for the Customer Service Team, Resolve various customer inquiries and issues, ensuring fast and satisfactory resolution.
- Collaboratively defined a sophisticated returns system, aligning it with specific customer service requirements in cooperation with the company's developer.

### Shift Supervisor | Castro Fashion Company 2018 - 2019

- Led a 15-member team across shifts, overseeing inventory management, including new merchandise and stockroom organization. Assisted in visual merchandising, designing store displays to boost sales and foot traffic. Managed customer transactions and POS operations.

### Customer Service and Sales Representative | Harel Insurance Company 2016 - 2017

- Customer support to resolve inquiries and complaints and handled legal claims, ensuring customer satisfaction and positive feedback.

**Army | 2013-2015** - Operations sergeant

**Languages** English - Professional Working Proficiency | Hebrew - Native Proficiency