

ZOHAR ADIR

UI/UX DESIGNER

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zohar adir

zoharadir.com

ABOUT

Junior UI/UX Designer with **hands-on experience in creating a complex system** in collaboration with developer, **specializing in UI/UX design and eCommerce platforms**. Passionate about creating user-centered digital experiences, with a keen focus on detail and aesthetics, blending form and function to deliver intuitive designs.

Looking forward to new challenges in the UI/UX field.

SKILLS

- **Tools & Software:** Figma, Adobe XD, Adobe Photoshop, Illustrator, Premiere, After Effects, CapCut, InShot, Canva
- **Web Development:** WordPress, Elementor, Shopify, Wix, HTML/CSS.

EDUCATION

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

- Completed a 595-hour course, acquiring expertise in **Adobe Creative Suite**, focusing on graphic design fundamentals, branding, and **specializing in UI/UX Design, prototyping, responsive websites, and wireframes**.
- Gained experience in **design systems, UX research, and user flows**, and developed websites using **WordPress** and Elementor, applying these skills in building [my portfolio](#).

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

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

EXPERIENCE

Customer Service Manager & Social Media Manager - Gottex Swimwear Brand | 2020-2024

Online Customer Service Manager:

- Led development and implementation of **features to improve customer interactions**, including innovations in the returns process and touchpoints, **enhancing the customer experience** and streamlining service processes.
- **Defined and implemented a sophisticated returns system** specifically designed for customer service needs, in collaboration with the **company's developer**, increasing refund processing from **90 to 200 orders per hour** and significantly reducing processing times.
- Trained and developed new employees for the customer service team, resolving various customer inquiries and issues, ensuring fast and satisfactory resolutions.

Social Media Manager:

- Created content for **Instagram** and **Facebook**, **including video production** (filming and editing) for campaigns and organic promotion, resulting in increased engagement and **driving website traffic** and **sales, contributing to around 50% of product sales, leading to a sold-out**.
- Developed **social media strategies to increase brand visibility**, collaborating closely with the **marketing team** to create content and design newsletters that enhanced customer engagement and promoted sales.

Website Operation:

- Designed various visual templates for the company website, enhancing its aesthetic appeal and user experience, while also establishing and managing product collections on **Shopify** to optimize product visibility and user navigation.

Shift Supervisor - Castro Fashion Company | 2018-2019

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

ARMY | 2013-2015

Operations Sergeant

LANGUAGES

English - Professional Working Proficiency | Hebrew - Native Proficiency