

ZOHAR ADIR

UI/UX DESIGNER

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zohar adir

zoharadir.com

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.

SKILLS

- Figma
- Prototyping
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- WordPress
- Elementor
- Wix
- Shopify
- Glassix
- 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 | 2020 - 2024

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.

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.

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