

## CONTACT

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## EDUCATION

### Advanced UX Design

Reichman University & Google 2024 – 2025

Worked on UX/UI projects, including designing a new feature for Uber's app and improving risk management in Uber Freight's logistics system.

### Branding & Web Design

Flux Academy

Studied branding strategies, UI design, and web development. Applied course knowledge directly to a real-world client project.

### Business Administration Studies

Peres Academic Center  
2020 – 2021

## MY TOOLBOX

- Adobe Creative Suite
- Figma (Prototyping, UI/UX)
- WordPress & Elementor
- Pixel-perfect design & Web Development
- Front-End Development (Basic CSS, HTML and JS)
- Google Workspace
- Microsoft Office

## PERSONAL SKILLS

- Strategic Thinking
- Digital Marketing
- Sales & Business Development
- Project & Team Management
- Entrepreneurial Mindset
- Global Experience.
- Resilience & Decision-Making Under Pressure
- Leadership & People Skills – commander in an military unit.
- Public Speaking & Storytelling

## WORK EXPERIENCE

### Founder & UX/UI Designer

Smart Digital Studio | 2020 – 2025

- Founded and grew a web design and development studio, delivering projects for leading companies.
- Specialized in UX/UI design and full-cycle web development, from initial research to final product delivery.
- Designed and built websites across various industries, countries including corporate, e-commerce, multilingual and complex websites and online courses.

### Project & Growth Manager – E-commerce

Ecomate | 2019 – 2021

- Led e-commerce operations for high-volume online stores, optimizing user experience and sales strategies.
- Managed projects involving UI/UX improvements, marketing automation, and influencer collaborations.
- Coordinated teams of developers, designers, and campaign managers to drive revenue growth.

### Digital Marketing & Sales Manager

Merav Marketing | 2019 – 2020

- Implemented digital tools and marketing automation to drive company growth.
- Led a rebranding process and designed a new catalog website to enhance brand visibility.
- Increased company sales and secured major tech industry clients for long-term partnerships.

### Security Supervisor

Modi'in Ezrachi | 2017 – 2019

- Managed the security team at a classified facility in central Israel, ensuring operational security and confidentiality.
- Oversaw security systems, control room operations, and coordination between guards, surveillance officers, and dispatchers.
- Gained exposure to cutting-edge security technologies and supervised the implementation of advanced security measures.

## MORE ABOUT ME

### Military Service as Commander

101st Battalion Paratroopers (2014 – 2017)

Served as a combat soldier and later as a team commander, leading a unit of 20 soldiers in complex operational missions.

### Reserve Duty

Paratroopers Brigade (2017 – Present)

- I Fought on October 7th in Kfar Aza, assisting in civilian rescues.
- Took part in Operation Iron Swords, where I was injured in combat.
- Overcame severe injuries, underwent rehabilitation, and returned to an active and impactful life.

### Volunteer Work & Social Impact

- I am a Motivational Speaker for Security & Military Units – Delivers pro bono lectures to strengthen soldiers' resilience.
- Website Development for the 55th Paratroopers Brigade Memorial Project – Built a donation platform to support the brigade's heritage site and honor fallen comrades.