ESTY HERSHKOWITZ

UX UI DESIGNER   TALESTER18@GMAIL.COM   +972-58-325-9811   UX UI PORTFOLIO   BRANDING PORTFOLIO

A ux ui designer with a passion for innovation and creativity, combining aesthetic design with seamless user experiences. I am dedicated to every project with thoroughness and a motivation to learn and grow, aiming to create solutions that enhance users' lives. I aspire to work in a team, contribute, and deepen the digital experience, with an emphasis on continuous improvement and out-of-the-box thinking.

2024 - Currently Freelancing In UX/UI
Designing innovative and tailored user experiences and interfaces.

PROFESSIONAL EXPERIENCE
2024 – CURRENTLY
PRACTICUM AT A DRONE UNIT FOR ISRAEL
Characterization and design of the entire digital framework for israel's drone unit from the 'MALAM' company, aiming to create user-friendly and intuitive systems for a wide range of users.

2024 WEBSITE FOR CHEF MEIR BAREL
Branding and development of a design language, characterization, design, and construction of a complex showcase website
for the client, Chef Meir Barel.

EMPLOYMENT EXPERIENCE
2022-2024
Characterization and design of the **Medicine+** application — reminders for medication intake for seniors, in collaboration with the high-tech development track.
Characterization and design of an application for creating custom-designed shoes based on artificial intelligence.
Characterization and design of a feature integrated into the monday.com system, incorporating automation and API.

EXPERIENCE
2 Days of hackathon
2023-2024 led a ux/ui hackathon team, branding, characterization, and design of the 'Pause Point' application, which won second place!
2023 Participation in a ux/ui hackathon — research, characterization, and design of screens for the **JLM** application.

EDUCATION
2022-2024
Media design studies
media design engineer diploma
from the MAHT, Beit Yaakov
center seminary, Jerusalem.

2017-2021
Studied at the Beit Yaakov seminary, Ashdod.
completed The SALD exams and high school matriculation exams.
Accounting + management and economics, with a diploma from the ministry of education.

TOOL
Figma · Office · Adobe Creative · HTML · CSS · AI · Elementor · Wordpress · WooCommerce · Jet · After Effects · Premiere Pro

SKILLS
- User experience design and prototyping
- User research and analysis
- Wireframing and prototyping tools
- Website design and development (wordpress, elementor, woocommerce, jet)

LANGUAGES
Hebrew - native language | English - good level

RECOMMENDATIONS:
- Sivan Peretz: 050.8757831
- Zehavi Akler: 03.6050907