

ESTY HERSHKOWITZ

UX UI DESIGNER

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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.

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