Orit Rubin

| Web & Graphic Designer

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💼 www.oritr.com

- Certified Digital and Graphic Designer experienced with commercial Websites and product design
- Implement UI/UX methodologies and tools, customize solutions to needs, prepare mock-ups for R&D teams
- Develop Websites & solutions with WordPress, HTML & CSS; proficient in multiple technologies & graphic S/W
- Prioritize tasks to meet commitments; creative; detailed oriented; independent and team work; fast learner
- Portfolio

PROFESSIONAL EXPERIENCE

2023–2023: **Senior graphic designer, BETILLI ,URBAN, IDdesign**
Multi Retail Group LTD
- Design and execution of digital and print campaigns supporting the brand identity in social platforms, Newspaper and billboards

2018–2022: **Senior Web and Product Designer, XVTEC - Start-up company**
Innovative video solutions for global customers
- Responsible for all design activities in the company – Digital Marketing, Branding, Product Design UI/UX
- Design, develop and maintain company's Website, design and publish marketing and branding materials
- Design product features UI/UX for customized products, prepare mock-ups and detailed design documents
- Design dashboards while optimizing data visualization in responsive design to improve business processes
- Design landing pages and icons at the pixel level, participate in testing stages, implement fixes and changes
- Work closely with Programmers and Product Managers, gather and address specific customers' needs
- Work in Wordpress, Elementor Pro and CSS

2017–2018: **Graphic designer, iCreate Digital Marketing**
Complete platform designed for digital agencies & advertisers
- Design responsive templates for websites (Desktop + Mobile) in Photoshop and Illustrator

2000–2017: **Graphic designer | Head of Presentation Department, Glickman Shamir Samsonov**
(Publicis Group)
- Design campaigns and marketing materials aligned with customers' needs, support branding activities
- Work in partnership with the Strategic Department on presentations preparations and delivery
- Work with Adobe creative cloud (InDesign, Illustrator, Photoshop) and PowerPoint

EDUCATION

2016–2017: **Digital Design UI/UX course, Mentor - New Media College**
Among topics: Design pattern, HTML5, CSS3, Interactive design, Users' research, Figma - Photoshop and Illustrator for Digital, Style guides, Landing pages, print to digital transition, digital thinking, design basics, Typography, Composition, Branding, Web design

1996–1999: **Computer imaging, multimedia and animation, Camera Obscura School of the Arts**

TECHNOLOGICAL TOOLS: Photoshop | InDesign | Illustrator | Figma | HTML | CSS | After Effects | WordPress | Elementor | Power Point | Social media

LANGUAGES: Hebrew and English – Fluent

** References will be provided upon request