

Michal Goldshmidt

UI Graphic Designer

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michalg@jfrog.com

Education

- 2023-Present** UX Course
uxer.co.il | Dr. Offer Monar
- 2017-2020** M.A. - Art Therapy,
Tel-Hai College
- 2009-2013** B.A. - Visual Communication,
Yezreel Valley College

Skills & Capabilities

Inventiveness, imagination, natural communication and listening skills, acute sensitivity to details and intuition to any graphic design process. Team player, with an encompassing transverse view.

High dedication to the company, doing everything to contribute my skillset and help the success of the business.

Graphic Tools

- Figma
- Illustrator
- Photoshop
- InDesign
- Premiere
- Power point

Languages

I'm a native Hebrew speaker with high proficiency in spoken and written English.

Experience

2021-Present JFrog - Marketing Designer
Crafting compelling visual assets for various facets of marketing campaigns in different departments across the organization, including Product Marketing, Demand Gen, R&D, HR, Support, and more. Ensuring brand consistency and engagement across multiple platforms.

The projects were included:

- Events collateral
- Booth design
- Mobile & desktop web pages for jfrog.com
- PPT presentations
- Social Media campaigns

2011-2020 Freelance Designer

- Extensive experience with B2B and B2C clients such as: CEVA, TestInsight, Goldenpool, M.S. Energy Solutions and others
- Highly skilled with digital and print projects, including re-branding, brand books, responsive website design, QA, design for exhibitions and conferences around the world, marketing presentations, product design for print and more
- Holistic cooperation with the customers from the thinking and planning stage to finished product delivery
- Personal care and commitment to the customer's success



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2016-2020 **NOW Branding. Subsidiary of Signature-IT**

- Specialized in B2B company branding, from concept to graphic application
- Websites and brand books design for large companies in the Israeli industry, re-branding, print jobs, interior design of business offices and more for various companies
- Worked directly with marketing managers, listening to their needs to meet their requirements
- Examples of clients: Lumenis, Shamir Optics, Prodalim Group, Biopet, Breslov, Israel Nature and Parks Authority

2005-2007 **Full military service in the IDF in the Intelligence Corps**

2014-2016 **Ilan Hagari Studio**

- Designed for international exhibitions and conferences and print projects for clients such as:
The Hebrew University of Jerusalem, Leumi Bank, Aleh Negev, to name a few
- Worked directly with marketing managers, while paying personal attention to the project

2013-2014 **Sasson Guetta Studio**

- Designed for international exhibitions and conferences and print projects for clients such as:
Ophir Optronics, Aerotel Medical Systems, ANU Museum of the Jewish People