

Michal Goldshmidt

UX/UI Graphic Designer

michalgoldshmidt.com

michalgoldshmidt@gmail.com

Education

- 2023** 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 in any UI graphic design process. Team player, with an encompassing transverse view.

Highly dedicated to the company, doing everything to contribute my skillset, including UI UX expertise, to 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
- UI for Mobile & desktop web pages - jfrog.com and events
- PPT presentations
- Social Media campaigns

2011-2020 Freelance UI Designer

- Vast experience collaborating with both B2B and B2C clients, including notable names such as CEVA, TestInsight, Goldenpool, M.S. Energy Solutions, and others.
- Highly proficient in managing UI projects, encompassing tasks like re-branding, brand book creation, responsive website design, quality assurance (QA), coordination of global exhibitions and conferences, as well as crafting impactful business presentations.
- Adopts a comprehensive approach to working with clients, engaging from the initial ideation and planning stages through to the flawless execution and product delivery.
- Demonstrates a strong commitment to providing personalized care and ensuring the success of each customer's endeavors.



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

- Specialized in B2B company branding, from concept to graphic application
- UI for 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