Tzipi Aker
UX/UI DESIGNER

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Phone
0527172387

Linkedin
Tzipi linkedin

Portfolio
uiuxportfolio.framer.website

SKILLS

Design
UX, ideation and workflows,
Interaction and UI design, Prototyping

User Research
Interviews and surveys Usability
& concept testing Qualitative
analysis methods

Softwires
Figma, Adobe Creative

Languages
Hebrew - native
English - good level

Profile

I have a creative mindset with the ability to create projects from the concept stage to execution.

I gained much experience in design and teamwork, combined with a high work ethic, perseverance, and attention to detail.

I have a desire to grow and advance, I like to expand my knowledge and take on new challenges, and influence a better user experience.

WORK EXPERIENCE

Senior brand designer & UI/UX
Advertising agency "Front"
2020 - Present

"Front" brands and advertises major real estate companies:
Africa israel, Jerusalem Estates, ISA, Yehuda Rahamim, and more.

My work includes:
Creation of branding, with concept thinking and added value that differentiates it from the competition, which includes: logo, visual language - colors, typography, shapes and style, starting from the idea stage to actual implementation, as well as creating new products such as a brand book and other marketing materials.

- Characterization and design of websites and landing pages
- Design for digital and social networks
- Dealing with developers, and managing client relationships
- Training and consulting for the team under me in the execution of digital and print works
- Much experience in Figma software, Adobe programs, and Photoshop at a high level

UI UX and advertising
Freelancer
2018 - Present
Varied projects UI/UX branding and advertising.

Senior graphic designer
Advertising "Meymad"
2018 - 2020
A leading advertising agency, working with major clients in the economy such as: Coca Cola, Unilever, El Al, Tara and more.

Mentor & design teacher
2018 - 2019
Guiding students, delivering classes on design and software.

Graphic designer
advertising "aalephbet"
2017 - 2018

EDUCATION

Siur Mochot 2023-2024
UI/UX, characterization and advanced product design.

Netcraft 2017-2018
UI/UX, product design and user experience design.

Siur Mochot 2016-2018
Advertising, art direction, creative design.