BRACHA PREMISHLAN
PRODUCT DESIGNER

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WORK EXPERIENCE

Magen David Adom - Mada
2023-TODAY | PRODUCT DESIGNER

- Characterization and formatting complex systems, mobile and tablet applications.
- Upgrading and adding components to the existing systems, design for web and mobile.
- Building the work process from the research stage, creating prototype, wireframes, and leading the design from the ground up.
- upgrading the design for existing systems
- Perform usability testing on a regular basis.
- Working with the product management team, project managers, and development team.

ProUX
2022-2023 | UI DESIGNER

- Designing user interface and preparing Style Guides at a high level for interaction flows according to the customer's characteristics
- Upgrading the design for existing systems
- Creating the Design-System in figma.

Western Wall Heritage Foundation
2021-2022 | UI/UX DESIGNER AND GRAPHICS COORDINATOR

- Leading the process of characterization analysis and redesigning to improve the user's experience of the foundation's website
- Design and characterization for new elements
- Designing rollups, advertisements, and flyers
- Programs: Photoshop, InDesign, Illustrator, XD

TOOLS

- Figma
- Xd
- Adobe Photshop
- Adobe Illustrator
- Adobe InDesign
- Wix
- Elementor
- CSS HTML (basic knowledge)

EDUCATION

2019-2021 | STUDIED FOR CERTIFICATION IN GRAPHIC DESIGN AND WEB DESIGN

Darkei Rochel Seminar certification through Tamat (Ministry of Industry and Trade) Teaching studies with specialization in graphic design and web design.
Grade average: 100
-Programs: Photoshop, InDesign, Illustrator, XD

ADDITIONAL COURSES

- Course UI/UX through SQlabs
- Course UI/UX for complex systems "Siur Mochot"
- Course Adobe XD, web design, applications, and responsiveness
- Course creating website using Elementor and WordPress

LANGUAGE

Hebrew – mother tongue

English - Basic