

Over the years I've discovered that high-quality, precise designs can transform environments, and this is where my passion thrives. I view design as a crucial driver for enhancing user experiences and achieving business objectives.

As a team leader, I take great pleasure in mentoring emerging designers and honing the skills of more seasoned professionals.

Beyond design, I have a solid understanding of front-end coding and have collaborated closely with development teams worldwide. I'm enthusiastic about learning new tools, including various softwares, platforms, and AI technologies.

I am a driven and quick learner, constantly seeking opportunities to expand my skills, share knowledge, and grow professionally.

Work Experience

Penguin Strategies

- **Senior Marketing, UI/UX Designer, Team Lead** 2020 - 2024
 - Leading a team of four designers including taking on a mentorship role and ensuring their professional progress.
 - Directing and working on design projects in a streamlined manner and ensuring correct execution from end-to-end.
 - Creating user-centered designs for key accounts like NetApp, Ceragon, Guardknox, Sony Semiconductor and Siemens AM. Projects include websites, landing pages, paid campaigns for multi-channel lead gen campaigns.
 - Optimizing marketing campaign results by analyzing metrics and implementing improvements.
 - Receiving and distributing tasks to each designer, corresponding to their skills and expertise.
- **Director of Digital Design** 2018 - 2019
 - Led a team of four designers, ensuring that all assets, campaigns, and websites adhered to branding guidelines and client requests.
 - Developed and executed end-to-end campaigns and websites based on insights from client and project manager meetings.
 - Designed and built landing pages and newsletters using HubSpot.
- **Graphic and Digital Designer** 2016 - 2017
 - Developed comprehensive campaigns and websites based on decisions from meetings with clients and project managers.

Duma (acquired by Penguin Strategies)

- **Creative Director** 2015 - 2016
 - Oversaw design of all client projects across both digital and traditional media.
 - Managed delegation of design tasks, including websites, presentations and booths for events.

Comverse Technology, Inc.

Graphic and Web Designer

2014 - 2015

- Designed minisites for products, events and intranet systems.
- Created design for white papers, brochures, PowerPoint decks, email templates and internal documents.

May Studio

Graphic and Web Designer

2010 - 2013

- Created branding concepts for companies such as Assuta Hospital and Epstein Engineering, including logotypes, brochures and exhibition booth design.
- Created WordPress and HTML websites.

Freelancer

Graphic and Web Designer

2001 - 2010

- Created branding, logos, minisites, blogs and social media-related collateral.
- Worked at smaller studios as an in-house designer, both in Brazil and Israel, including design studios, restaurants, engineering and finance companies.

Education

Faculty of Fine Arts - Federal University UFMG - Brazil

1992-1996

Bachelor's degree

Ascola Meimad - School of Art & Design - Tel Aviv

1997-2001

Certificate - Graphic Design

John Bryce UXV - Tel Aviv

2019

UXV Certified - UX Designer

Tools and Skills

Tools

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Midjourney, WordPress, HubSpot, HTML/CSS

Collaboration

Team Leadership, Cross-functional Collaboration, Time Management

Project Management

Multitasking, Deadline Management, Data-driven Design

Languages

English

Fluent

Hebrew

Fluent

Portuguese

Mother tongue

Spanish

Intermediate