Hodaya Idan

UX | UI | Digital

Work Experience

2020-2022 - Digital designer of the Kauffman Group

* Design of ecommerce websites
* Gantt management for several brands for social media
* Mapping of details for correct hierarchy
* Working simultaneously on several projects
* Leading projects from the stage of planning to the final design and handing it over to be developed
* Making brand language accessible to the world of digital

2017-2019 - Graphic designer of the Simmons and Sealy international brand

* Designing catalogs
* Building a graphic language for a series of brand
* Managing suppliers and processes
* Designing a graphic language for campaigns
* Styling and positioning on filming days
* Managing the assignments of the studio
* Website maintenance

2013-2017 - Freelance designer

specializing in creating a graphic language for businesses from the stage of research and business differentiation to the creation of a brand.
In addition, experience in working with educational institutions – designing educational games for children with disabilities.

Education

2020
Eran Stern –After Effects course and entering the world of animation

2018
Netcraft Academy UX/UI, interface design including: mobile app, responsive work, one pager design, e-commerce, dashboard design, entering the world of characterization including the creation of characterization with multiple conditions.

2012-2013
IMAGE – College of design and visual communication

2011
Lander Institute – Visual communication and graphic software

Contacting me

✉ Hodayaidan72@gmail.Com

📞 054-5327183

🌐 https://hodayaidan.com

About me

As long as I can remember, I have taken interest in anything related to design. I am a curious person who loves to conduct research and lead a project from the stage of planning to the handing over of the design to be developed

I believe that a good and precise design can affect the user's experience and lead to better communication

The world of design fascinates and excites me. At every opportunity, I gain more knowledge and enjoy remaining updated

Knowledge

Complete control of the Abode, Ai, Id, Ps, Xd software
Ae – basic knowledge
Knowledge of Digital Marketing, InVision

Languages

Hebrew – native speaker
English – fluent

References available upon request