

# Hodaya Idan

## Digital Designer

### Work Experience

#### 2022-2024 - senior digital designer at Lime Digital

- \* Designing campaigns and storyboards for different companies
- \* Creation of guidelines and accuracy of brand language
- \* Construction and design of landing pages
- \* Characterization and design of surveys and websites
- \* Management and design of different social media

#### 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

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### 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

Figma

Canva

Elementor

AI - midjourney, Runway, chat GPT and more...

Ae - basic knowledge

### Languages

Hebrew – native speaker

English – fluent

References available upon request