



## Inna Levin

UX/UI Designer | Graphic Designer | Product Designer

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### Summary

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**Senior UX/UI Artist & Graphic Design Expert with ten years of experience, specializing in visual design, branding, and web creation. With top-level skills in Figma, Illustrator, InDesign, Photoshop, WordPress, and HTML+CSS.** With a strong passion for developing engaging user interfaces & user experience. I am proficient in creating user stories, personas, and storyboards, so I have a solid understanding of prototyping, wireframing, and information architecture. I have successfully led multiple UX/UI design projects, collaborating with cross-functional teams and representing designs to product stakeholders. With a diverse portfolio including websites, social media platforms, product packaging, logos, and branding production, I am eager to contribute my skills to a mission-driven company.

#### Soft skills & professional experience:

- User-centered approach, with proficiency in creating user stories, personas, and storyboards.
- Solid understanding of visual design principles, prototyping, information architecture, and user research.
- Highly experienced and detailed oriented Marketing Graphic Designer
- Ability to multitask, prioritize projects, understand complex process and problem solving, team work, creative and innovative mindset, mindset agility.
- Motivated, talented and skillful UI/UX designer.
- Super creative thinker, with a strong eye for design and details.
- Ability to interpret and apply brand guidelines creatively while aligning with client's goals.
- Capability to mentor junior team members.
- Experienced working at B2C companies.
- Collaborated with a creative team, including designers and marketing professionals, to create cohesive designs that resonate with target audiences.
- Staying up to date with the latest technology and trends around the world.

### Experience

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#### Self-employed

Freelancer

12/2017 - Present

- Among my clients: National Geographic, Discovery, Clalit Health Services, Dunlop dealer in Israel, and more.
- Worked on projects including a mortgage calculator, children's game, smart home devices, car rental services, and commercial websites using WordPress + Elementor.
- Led UX/UI Design projects for a five-person team, creating concepts, visual mockups, and specifications.
- Defined a modern visual language for UI and guidelines for other graphic designers to leverage.
- I developed engaging graphic elements for client websites, social media platforms, product packaging, catalogs, logos, and branding production and developed 50+ graphic design projects.
- Enhanced user-friendly design concepts for various interfaces.
- Collaborated with UX/UI designers and creative directors to assess user requirements for UI.
- Managed a small team of 5 in daily operations.

#### "John Bryce", a Hi-Tech college.

Lecturer

2016 - Present

- Served as a lecturer in graphic design and user experience courses.
- Expanded study materials, presentations, and frontal lectures, reaching 30 students per semester.
- Mentored and guided designers, fostering a collaborative and inclusive design culture.

#### Butterfly Button — <https://www.butterfly-button.com/>

UX & UI Designer

2020 - 2022

Helps everyone to report about domestic violence.

- Performed 3 user research methodologies such as surveys, interviews, and ethnography studies to empathize on user-centered solutions.
- Conducted usability tests with more than 10 users to better understand user behaviors and usability patterns on responsive devices.
- Decreased on-boarding time by 22%.
- Achieved a constant flow of users by implementing effective marketing strategies.

## Experience

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### "Delta Galil Ltd"

Graphic Designer

01/2015 - 01/2017

- Designed marketing presentations to promote the factory's services for brands like Nike, Puma, ODLO International AG, and "Schiesser" - German underwear and lingerie brand.
- Worked on 5+ packaging projects.
- Planned 10+ design presentations and proposals a month for clients.
- Led a team of four designers in developing graphic production materials and layouts.
- Contributed to industry-leading products with a global impact.

### "Yardeni Locks Ltd."

Product Designer

01/2017 - 01/2019

- Established a modern visual language for website, catalogs, and packaging, improving brand recognition by 15%.
- Achieved 8 out of 10 in satisfaction evaluations among our clients.
- Re-designed internal web to increase annual revenue by 10%.
- Guided a team of 2 graphic designers for 18 months.
- Designed banners for website and social media at least 5 designs and 10 artworks daily by following the product catalog.

### "Gal" Print house

Graphic Designer

01/2010 - 01/2015

- Enhanced 20+ graphic design projects: brochures, logos, infographics, packages and catalogs.
- Generated 10 different logos within 3 months.
- Conceptualized and designed 4 visual identity projects.
- Managed print & online advertisements for 5 projects.
- Worked for 23 client.

## Skills

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User Interface Design: Visually appealing interfaces and problem solving · Typography · Branding · Grids and Layouts · User Empathy · Iterative Design.

Proficiency in design tools · Strong attention to detail and aesthetic sensibility · Experience in digital and print designing

User Experience Design: Research · Personas · User Story · User Flow · Information Architecture · Prototyping.

Adobe's Creative Apps: Illustrator · InDesign · Photoshop · Xd · Figma

Graphic Design: Understanding design philosophy and brand identity · Creativity · Package design · Catalogs design · Presentation design.

Web design: WordPress · Elementor · Responsive design · HTML + CSS.

## Education & Certifications

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**Bachelor of Arts** — University Of Haifa.

**Professional Program in UX/UI Design** — 6B Studio College.

**Professional Program in Graphic Design** — John Bryce College.