

SHOSHANA PULVER

UI UX Designer

Email | Phone | Portfolio

Innovative UI/UX Designer with over 5 years of experience in designing user-centered digital interfaces. Seeking to leverage my expertise in creating seamless user experiences and visually appealing designs in a forward-thinking company.

Work Experience

UI UX design

WishTrip | 3.2019-2.2024

- Defined and implemented interface usability and consistency standards, enhancing user experience across platforms.
- Collaborated with cross-functional teams, including business and development units, to create interactive prototypes that streamlined the design-to-development process.
- Worked closely with iOS and Android teams to ensure best practices and behaviors were integrated, resulting in a 20% increase in user satisfaction.
- Designed all web content for both B2B and B2C clients, improving engagement by 15% through intuitive design and user-friendly interfaces.
- Led the design of company marketing and sales materials, contributing to a 25% increase in lead conversion rates

Web Design

Dov Abramson :: Art & Design | 5.2018-11.2018

- Designed and produced print and digital creative content for both local and international clients, boosting brand visibility.
- Served as the primary contact for English-speaking clients, ensuring clear communication and project alignment.
- Spearheaded the creation of new brands and websites for international clients.

Graphic Design

The Jewish Agency | 2.2012- 1.2018

- Designed and produced creative content across various platforms, enhancing the agency's visual communication.
- Managed print and web design for marketing materials, contributing to successful campaigns and events, including the Board of Governors conferences.
- Oversaw post-production for print and web projects, ensuring high-quality output.

Graphic Design

Studio Rubin&co | 8.2011- 10.2012

- Developed content for both web and print, collaborating with AACI representatives to produce new and impactful materials.
- Designed weekly and monthly magazines, overseeing the entire production process from concept to print.

Skills

Design Tools: Figma, Sketch, Invision, InDesign, Illustrator, Photoshop

Web Platforms: Wix
Office Tools: Word, PowerPoint, Excel

CRM: HubSpot

Languages

English (Fluent)

Hebrew (Fluent)

Education

UX Design Institute |
UX Design Fundamentals
2024

COM.PLEX | Complex
Systems Design workshop
2022

Designlab | UI UX Design
2018

ACC-Grannot | Art Director
Certification
2014- 2016

Emunah College for the
Arts | B.Ed and Design
2007- 2011

High School for the Arts
2002-2006