

Amit Bezalel

Portfolio

www.amitbezalel.com

Personal Details

✉ Amitbez488@gmail.com

☎ 050-8108460

📅 25/08/1998

Education

● UX UI

Shenkar - Engineering. Design. Art.

2023 - 2024

● Graphic Design

Shenkar - Engineering. Design. Art.

2022 - 2023

● High School Diploma, Excellence in Business Management Program

High School Vav, Yigal Alon

2014 - 2016

Skills

● Figma

● Adobe Illustrator

● Adobe Photoshop

● Adobe InDesign

● Microsoft Office

Resume Summary

I'm a UX/UI designer committed to creating intuitive and visually appealing digital solutions. My approach integrates creativity with precision, focusing on user-centered design and functionality. With a solid business understanding from my background and hands-on experience in diverse settings, I am skilled at aligning design initiatives with business objectives. Proficient in Figma and Adobe, I excel at creating wireframes, prototypes, and conducting user tests, which lead to improvements in user satisfaction and business results.

Professional Experience

Creative Designer & Customer Support - Yad2

Apr 2023 - Present, Petah Tikva

- Design and create digital advertisements and banners for key sectors, including first-hand real estate, brokers on Yad2, and employment through "drushim Yad2" driving lead generation.
- Collaborate with clients and account managers to identify design needs and deliver tailored solutions, ensuring high-quality output before remarketing campaigns.
- Make strategic design decisions for key business areas, including pricing structures and unique banner designs for significant departments, aligning with organizational goals.
- Analyze key performance metrics, such as revenue, expenses, profit, and ARPA, to inform design improvements and drive better results.

Banker- Bank Leumi

2022 - 2023, Rishon Lezion

- Collaborated with credit and loans teams to provide efficient financial solutions, enhancing teamwork and communication.
- Mastered complex banking systems through intensive training, managing loans, deposits, and savings accounts accurately.
- Managed client assets and liabilities, ensuring compliance with policies and efficient financial operations.
- Developed problem-solving skills, addressing customer challenges and delivering practical solutions.

Military Service

Head of Office, Recruitment and Sorting Department

2016 - 2019