

Sarit Hermon

UI/UX Designer

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About me

Graduated with honors in design studies with 10 years of experience in the industry in the field of branding and digital. My design language is a blend of simplicity and aesthetics. I'm highly enthusiastic about growing in the field and becoming part of a team where I can contribute from my professional experience, while learning new skills, experiment and advance.

On a more personal note - The best conversationalist is the one who can listen- this is me, pleased to meet you.

Education

UX UI interface design course

Netcraft Academy 2020

Visual communications certificate (cum laude)

NB Haifa School of Design external studies program
2009-2011

Communications and humanities, BA

Kinneret Academic College, under the academic auspices of Bar-Ilan University 2002-2005

Skills & core competencies

Project management

User research

Teamwork

Interpersonal skills

Attention to detail

conceptual thinker

Problem solver

Information architecture

Service and customer orientation

Tools

Adobe XD

Figma

Illustrator

Photoshop

InDesign

Microsoft Office

Languages

Hebrew, English

Experience

Senior Graphic designer

Tuval Communication 2019-2020

A prominent company in the field of educational entrepreneurship. Develops, brands and designs learning environments for schools across Israel.

- In charge of graphic language for clients, from concept to design and implementation.

Graphic designer | Freelance

2013-2019

Spearheaded personal branding and graphic language processes for businesses, including intraorganizational marketing materials. Print items include brochures, booklets, business cards. Digital items include landing pages, Wix sites, Facebook banners.

Graphic designer

Amitula Design and Branding Studio 2011-2012

- Print design: brochures, pamphlets, business cards, catalogs.
- Media design: presentations.

Marketing and advertising supervisor

ml Fashion 2006-2007

An Israeli fashion chain. Worked at HQ with numerous interfaces, including customer club coordinator, visual merchandising, finance, design and shop management.

- In charge of communication between the marketing department and advertising firm, PR, printers and heads of marketing at malls across Israel.
- Involved in structuring a marketing and commercial strategy alongside the advertising firm.
- Planned and executed chain-wide sales campaigns, from briefing the advertising firm to execution.
- Worked under pressure and followed a strict schedule.

Account executive

Adler Chomski Group 2006-2007

Ongoing management of top-tier clients, including Home Center and Tami4.