

Tzlil Yosher Product Designer

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PROFESSIONAL EXPERIENCE

2016-21

UI/UX Website and Complex Systems Designer at Matrix Defense

- r Systems design from product investigating stages to concept, layout and microcopy to full graphic execution, for a large variety of projects
- m Ongoing collaboration with the Frontend team on design application with a pixel perfect attention
- s Design, copywriting and branding campaigns from the concept stage to the detailed design for diverse partners

2015

Freelance Designer

- o Product branding, logos, invitations, brochures, mobile application, etc.

2014-15

Digital Media Designer at Twisted Advertising Agency

- E Concept design development for diverse client's brand books
- x Design of minisites, landing pages, banners, forms, etc.

2012-14

Graphic Designer, Print & Digital at McCann Erickson Agency

- c Design printed materials such as ads, outdoors signage, posters, logos & brochures while adapting to the diverse brands and tight deadlines
- i Design of applications, landing pages, banners, etc. web & mobile

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EDUCATION

Create future

User Experience advanced course

Nemala - Microcopy Studio

UX Microcopy Writing

6B Studio

UX/UI Course

Avni Institute of Art and Design

Graduate of Visual Communications (4 year program)
Major in Branding and Advertising, Graduated with Honours

The Open University

B.A. in Humanities and Social Sciences
Major in Cinema, Dean's Honour List

Government Institute of Technology

Degree in Practical Engineering of Print Production
Graduated with Honours

Ironi Alef Modiin High School

Graduated with a Diploma in Graphic Design

ARMY SERVICE

2004-6

Air Force, Sergeant rank at discharge

LANGUAGES

Hebrew Mother Tongue

English Very Good