

# Sapir Smilovici

## Marketing Designer | Digital Designer

📞 053-4971002

🌐 Portfolio

✉️ sapirosh3108@gmail.com

🌐 LinkedIn

### Work Experience

#### Marketing & Digital Designer | Freelance – KIPP

2024 - 2025

- Designed and improved a responsive company website.
- Reorganized content pages and navigation to improve clarity and user experience.
- Applied a new visual language to support clearer communication of content and messaging.

#### Game Designer | Freelance – Challenge

2024

- Improved the game experience by restructuring flows and simplifying interactions.
- Designed engaging visuals to support a clear interface structure across devices.

#### Digital & Product Designer | Freelance – Reshef

2023 - 2024

- Designed application screens to improve data clarity and accessibility.
- Collaborated with Product Managers and R&D teams on translating insights into digital features.
- Worked on an ongoing basis on the company's digital product, supporting iterative design improvements over

#### Digital & Marketing Designer | Freelance – Lime Digital

2021 - 2023

- Designed digital marketing assets including websites, social media content, and brand materials.
- Created web and mobile interfaces combining usability and visual aesthetics.
- Conducted client meetings and research to align design solutions with business needs.
- Delivered tailored digital designs to strengthen clients' brand presence.

### Education

#### Media Design Diploma

ORT College

*Graduated with distinction*

#### UI/UX Design Diploma

Mentor Academy

#### UX Design Diploma

Netcraft Academy

### Skills

- Marketing & Digital Design
- Social Media Assets
- Website & Digital Content Design
- Visual Communication
- Client Collaboration
- B2B & B2C Experience

### Tools

Adobe Creative Suite · Figma ·  
Wix Studio · Canva · Adobe XD

### AI Tools

Firefly, GPT, Gemini, Uizard, Grok

## **Product Designer | Freelance - Checkmarx**

2021 - 2021

- Collaborated with cross-functional teams on the Codebashing learning platform.
- Contributed to user-centered design solutions aligned with business needs.
- Supported a seamless and engaging learning experience through interface and visual improvements.

## **Graphic Designer | Hasulam Studio**

2018 - 2020

- Developed digital designs aligned with business and brand needs.
- Worked closely with clients to understand brand goals and adjust designs accordingly.
- Designed engaging social media posts to communicate brand messages and promotions effectively.

## ***Additional Experience & Activities***

- **Visual Digital Designer | HAMAAGAL**  
Led the design of social media marketing materials.
- **Design Team Member | 8200 Program (Volunteering)**  
Supported small businesses through design work following the October 7th events.  
**“Entrepreneurs for Tomorrow” Hackathon**  
Third place winner in a national hackathon addressing war-related challenges.
- **Teaching & Mentoring**  
Taught Adobe software (Photoshop, Illustrator) and mentored design students on final projects.

## ***Military Service***

Air Defense System  
Combat Soldier

## ***Languages***

**Hebrew** – Native  
**English** – Fluent