

Tal Hirsch

Petah Tikva | 052-8938484 | talhrs@gmail.com | [Portfolio](#)

- ✓ **Product designer, developed visual concepts & languages for diverse audiences.**
- ✓ **Experience in UX/UI product design.**
- ✓ **Proficient in design tools such as Figma, Photoshop, Illustrator, After Effects, etc.**
- ✓ **Passionate about crafting good-looking, people-friendly products & experiences.**

Experience:

2023-2024: **Product designer at Contrast UX**

UX/UI. Designed mobile apps and desktop platforms.

2021-2022: Freelance graphic designer

2018-2020: **Web designer at MMM Digital**

- **Graphic design of advertising products for digital media in responsive interfaces**
 - Websites and E-commerce, business pages on social networks (Facebook, Instagram) and newsletters.
 - Video editing for events and image.
 - Designed landing pages, presentations, banners, and design for social media.
- **Developed visual concepts** in reference to the target audience, user behavior, image and marketing needs.
- Built architecture, characterized screens, developed design language, chose graphic elements, built schemes, created mockups.

2017-2018: **Graphic design, graduation project as part of studies - receiving a government graduation certificate.**

2014-2016: Math teacher in high school. Teacher in high school "Alef" Tel Aviv | Practical teaching experience, "Hakfar Hayarok" High School.

2007-2013: Customer Service, Bank Hapoalim | Bank Leumi | Extended maternity leave.

Education:

2019-2020: **Certificate studies UX/UI product design, studio 6b.**

Final project: development of an application for growing plants

- **Research;** Analysis of user behavior, development of personas, examination of business goals, analysis of competitors and examination of constraints.
- **Forming a UX concept,** planning a structure and how to navigate, characterizing screens, implementing strategies to motivate users to action.
- **Turning the characterization of the user experience** (wireframes) into graphic sketches, creating a mockup, writing technical characterization documents.

2017-2018: **Graphic design certificate studies,** studio 6b.

2013-2015: Diploma studies, teaching mathematics, Beit Berel.

2009-2006: **B.A. in business management,** Ono academic college.

National service: Medical secretary, Sheba Hospital. (2005-2006)

Languages: Hebrew – native, English – professional