

# Sarit Hermon

UI/UX Designer

www.sarithermon.com

10sariti@gmail.com

050 987 99 88

## 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

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.