

I'm a creative web UI & digital designer, specializing in designing websites and apps interfaces, online marketing assets and digital branding.

## Education

- Graduated WIZO Academy of Design in Visual Communication.
- Teaching certificate in graphic design and art, from the Ministry of Education.
- UI / UX Product Designers studies in Studio 6B, Tel-Aviv

## Work Experience

**2024 Today** **UI & Graphic Designer** - S.R.L.Content-based marketing agency / freelance

Leading the entire design workflow, from concept to completion.

Websites and Marketing materials projects for : EDF Renewables Israel, Tel Aviv Municipality, Infinity Park Raanana, Epstein Property Management, and more.

**UI & Graphic Designer** - "Digital Partners" - Marketing & Branding agency / part time job

**2022- 2023** **User Interface Designer - Active Trail** , Digital Services company, Tel Aviv

Team player in marketing department. Design according to AT brand : newsletter, landing pages, facebook banners, digital forms.

Creating digital campaign templates for various business customers (Lp, Newsletters etc.)

**2020- 2021** **Freelance designer** Customers : Imminet immigration, SMS ,Aetrex Israel, Studio Zamir.

Craft a Range of Marketing Materials: Websites, Newsletters, Landing pages, Presentations, Infographics, and Digital campaigns

**2015 -2019** **Graphic designer Aetrex Israel , Hi Tech company,** Ness ziona

End-to-end Design process collaborating closely with Program managers, Content, R&D, and Product designer

Design of various digital assets based on the brand and strategy such as websites, marketing materials (digital and print), presentations, events, 3d designs

**2012 -2014** Art & Illustration Teacher - Kaplan therapy school, Rehovot

## Softwares

Adobe suite : Xd / Illustrator / Photoshop / Premier / Id design / Animate

Wordpress & Elementor Pro | Figma | Html & Css Code embedding and General orientation

## Languages

Hebrew (native speaker), English.

## Web site

<https://rutrut.co.il>

## Linkdin Profile

<https://www.linkedin.com/in/ruth-tzur/>

## Military Service

Served at the Military Prosecutor's Office, International Law Branch

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Self-taught and highly motivated, flexible , adapt quickly to various work environments and people.

Team player and highly service-minded.

Recommendations will be provided upon request