Ziv Ariely

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ABOUT ME

I am a Senior UI Designer with nearly two decades of experience in the design industry.
My passion encompasses Graphic Design, Marketing, and Branding Design. I specialize in creating graphics that seamlessly integrate into brands, websites, social media, collateral materials, and logo design, and I have a strong passion for motion design and animation.

Additionally, I'm dedicated to contributing to the design community through Figma tutorials and articles. I provide free content on my YouTube channel, offering Figma tutorials in both Hebrew and English, and I publish articles in the field of design on Medium.

Beyond my professional work, I find fulfillment in volunteering at Meirim as a UX/UI Designer.

KEY COMPETENCIES

- UI/UX Design
- Graphic Design
- Design Systems
- Animation
- Illustration
- Content Strategy

- Adobe Creative Suite
- Figma
- Prototyping
- Wireframing
- Motion Design
- Data Visualization

- Brand Strategy
- Visual Design
- Digital Marketing Design
- Cross-Functional Collaboration
- Creative Direction
- A/B Testing

WORK EXPERIENCE

ControlUp

Marketing Designer | Senior Graphic Designer   **March 2020 - August 2023**

As a Senior Marketing Designer, I led transformative initiatives, including a comprehensive website overhaul with a focus on UX/UI, the management of a unified design system, and the oversight of successful company rebranding. I also introduced engaging video content to boost lead generation and user engagement and acted as the in-house graphic and design consultant for various projects.

Accomplishments:
- Redesigned company website, improving UX, UI, and loading speed.
- Developed and maintained design systems, improving consistency and efficiency.
- Led company rebranding, creating a new brand identity that emphasizes innovation and customer satisfaction.
- Initiated and managed video marketing campaigns, increasing leads per month.
- Redesigned company mascot, creating a more modern and inclusive image.
- Served as in-house graphic and design consultant, providing guidance and support on a variety of projects.

Vidazoo

UX/UI Designer | Illustrator | Animator   **2019-2020**

Accomplishments:
- Managed UX/UI for web and mobile apps.
- Led logo design, video editing, and graphic design for various platforms.
- Created captivating graphics, illustrations, and animations for games.

Weizmann Institute of Science   **2010-2019**

Lead Designer

Accomplishments:
- Oversaw web and graphic design projects.
- I was responsible for all academic books, conferences, and Ministry of Education projects.

HackerU   **2012-2013**

Guest Lecturer

Accomplishments:
- Delivered educational lectures on animation, Photoshop, and Illustrator.
- Developed curriculum and content for Adobe Illustrator and Photoshop instruction.
- Conducted lectures on the "12 Principles of Animation."

Crew 972   **2009-2010**

Character Animator

Accomplishments:
- Collaborated as a Character Animator for 'Road Runner' animations in the globally broadcasted 'New Looney Tunes' on Cartoon Network, under the Warner Bros. umbrella.

Weizmann Institute of Science   **2007-2009**

Graphic Designer

Accomplishments:
- Led the development of engaging and concise animations using Macromedia Flash, focusing on brevity and visual impact.
- Demonstrated versatile expertise by contributing to website design, creating compelling online platforms that effectively communicated information and engaged audiences.
- Produced a variety of educational assets across digital and print media, emphasizing the enhancement of learning experiences through visually appealing and informative materials.

EDUCATION

Netcraft Academy
Graduate Certification in UX/UI

AnimationMentor.com
Graduate Certification in Character Animation

Tiltan Art College
Graduate Certification in UX/UI

OTHER SKILLS AND SOFTWARE

- Social Content Strategy
- Visual Storytelling
- Brand Development
- Typography
- Icon Design
- Email Marketing Design

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects

LANGUAGES

- Hebrew (mother tongue)
- English (proficient)