





ORIT MIRON


Portfolio: orit-miron.site

 30.08.87

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ABOUT ME

Experienced Marketing Graphic Designer with over five years of expertise in digital marketing, applying UI/UX design principles to create impactful visuals ensuring effective digital engagement across various platforms and user-friendly experience. I specialize in designing visually compelling websites, eye-catching banners, engaging newsletters, social media content, as well as animation and interactive elements.

EDUCATION

B.A. Degree in Instructional Technologies Development - HIT Holon Institute of Technology
Specialized focus on UI/UX design, interactive e-learning platforms and Learning Games,

John Bryce Institute Certificate - Graphic Design for Web Digital and Print

SKILLS

Design Tools: Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects)

UI/UX - Figma for collaborative designs.

Additional Tools: Microsoft Office Suite (word, powerpoint), WordPress (Elementor, Woocommerce), Storyline, HTML& CSS

AI Tools: ChatGPT, Claude, Adobe Firefly, Adobe Express, Midjourney, etc. for content creation and enhanced design workflow.

LANGUAGES

Hebrew: Native speaker
English: High level

PROFESSIONAL EXPERIENCE

Clal Insurance UI/UX Designer and Graphic Designer 2023 - Present (Replacement for maternity Leave)

- Designed Landing pages, digital assets for the company website, all optimized and responsive for both desktop and mobile platforms.
- Prototyped and designed digital processes across the company digital platforms based on UI/UX design principles such as website elements, popups, app screens, display ads.
- Designed and created Lottie animations, micro animations and interactive elements to elevate the user experience and for enhanced digital interactions.
- Collaborate with marketing team to conceptualize and execute creative campaigns
- Designed infographics and presentations to effectively communicate complex information.

Annaney (Paramount) Graphic Designer (2021-2023)

- I Designed diverse digital marketing materials for "[The Good Life](#)" website, including email templates for the food channel's newsletters, digital recipes e-books, social media content such as posts, stories and reels.
- Created and edited videos, stories, and reels for social media platforms
- Created designed visual graphic packaging and branding for digital programs broadcasting on the internet: "ג'קי ואודליה הפודקסט"
- Prototyped and designed website elements and user interfaces, ensuring consistent adherence to brand guidelines.

Castro-Hoodies Group Digital Marketing Designer (2019-2021)

- Created engaging graphics and visual content to support marketing initiatives for each brand of the group. (Hoodies, Urbanica, TopTen, Kiko Milano) ensuring alignment with established each brand guidelines.
- Created appealing graphics and visual content for various social media platforms (FB, Instagram, Tiktok).
- Designed comprehensive digital marketing materials including banners, newsletters, and email templates Integrated with GIFs, and animation
- Managed simultaneous design projects for each brand while meeting tight deadlines.
- Designed offline printed materials for stores displays, signs and billboards, aligning with each brand's visual identity.

Azrieli.com by Azrieli Group Marketing Graphic Designer (2015-2019)

- Created compelling digital marketing assets and visual content for the company's website.
- Designed additional graphic products such as presentations, digital brochures, and informative sheets
- Designed visually engaging graphics for social media platforms, including Facebook posts, Instagram stories, paid campaign ads, and email templates.
- Created animations and GIFs for marketing elements.

Freelancer Graphic Designer (2020-present)

Designed and built WordPress Websites for several costumers:

funlifetravels.com | tomandlin.net | meitaldanieli.com | fun-tip.com
wheelsworld.co.il | Dogsbubble.co.il