

# Maayan Ben David

UX/UI & Marketing Design



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## In short

User experience designer graduated a UX/UI training at New media college - 155 academic hours of technological and practical training.

Graphic design experience with Adobe Xd, Illustrator, Photoshop, After Effects, InDesign.

Website Building with WIX & Wordpress + Elementor

Great with customers

Looking for my next challenge, A place to grow in.

## Skills

- Photoshop **Conceptual thinking**
- InDesign **Flexibility in the workplace**
- Illustrator **Excellent interpersonal skills**
- After Effects **Independent learning ability**
- XD

Photography  
Lighting Design  
Kitchen Design  
Furniture Design and Build  
Technical systems (plumbing)  
Sketch & Simulation Softwares (Autocad, SketchUp, Revit)

## Trainings and certificates

### UDEMY CERTIFICATES-

- ECommerce Website with Wordpress + Elementor
- Graphic Design Theory **Design Mastery: The FULL Branding & Design Process**
- WordPress for Beginners Build Amazing WordPress Pages with Elementor
- SHE CODES COURSE 2020 web - html+css

## Experience

### 2024 Marketing Graphic Design Cardo Systems Inc.

As a part of Cardo Systems studio team we were responsible for all the materials.

### 2023

Collaborating with product managers, marketers and region representatives to serve a global audience. During my time I took responsibility on designing the following assets:

**Campaigns-** taking a vital part in developing the ideas and creating the visuals used in global campaigns. Working with renowned global brands, like JBL, BLUETOOTH, HONDA, HARLEY DAVIDSON, KTM, POLARIS, 509,FC MOTO, GIVI, DUCATI, LS2, to assist and create materials for launches according to each others guidelines.

**Product Marketing collateral** including packaging, user guide, datasheets and safety & warranty.

**Pos materials-** Product range, information booklet, roll-ups and totems, used in stores around the world. Web material that included social media posts and banners, commercial ads, newsletters, etc.

**HR materials** for the various events the company held.

### 2023

#### Brand Design Norbert Branding & Marketing

Working with Company clients in the fields of communications, Food & beverages business, Culture institutes, Tech companies. Designing business presentations, branding and marketing materials.

### 2021

#### Digital Design website design for small businesses

Working with private clients in the fields of communications, grooming business, beauty and fashion, baby products, dental clinics. Designing business presentations, branding and marketing materials, designs for musicians for distributing media singles and live performances.

## Education

### 2021

#### UX/UI Course New media college

Market leading softwares & website builders *Figma, Sketch, Adobe XD, Wix, Elementor*. UX/UI practice in market-leading platforms, user flow psychology, the psychology of innovation in design and animation, connecting company characterization and company personality to user interface- Principles of user interface differentiation. Workflows in organizations, product strategy understanding.

### 2019

#### Graphic Production Course HASIFA - school of communication Tv and Multimedia

Certificate of graphic execution and production of print with Adobe Softwares.

### 2013

#### Interior & Architectural Design Interior designer certificate AVNI Institute

Four-year course of study. Professional, practical and technical knowledge of interior architectural design.