HASIDA ZOHAR

Product & Brand Designer

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SUMMARY

A versatile and strategic **Product & Brand Designer** with a unique background that combines brand management with digital product design. I am skilled at transforming business challenges into clear and compelling visual product experiences, with a strong focus on bridging brand identity with user-centric design.

PROFESSIONAL EXPERIENCE

ELEMENTARY SCHOOL | Educational Assistant & Volunteer (2025)

- Provided hands-on assistance in both **educational and social** activities for first-grade children. I used a creative and empathetic approach to foster a positive learning environment and help children connect with their peers, promoting positive relationships.

NRGENE | Graphic Designer & Brand Strategist (2024)

- Drove brand identity and strategic vision for three key company brands, establishing a unified and impactful market presence.
- Crafted compelling investor decks and board presentations, converting intricate data and business strategies into clear, persuasive visual stories.
- Managed end-to-end design for international marketing campaigns, ensuring brand consistency and market visibility.
- Created and optimized digital content for platforms like LinkedIn and Instagram, significantly enhancing audience engagement and brand reach.

FREELANCE | UX/UI & Graphic Designer (2021-2023)

- Designed and prototyped responsive web and mobile interfaces, delivering user-centric solutions aligned with client business goals.
- Conducted full project lifecycle management, from initial concept to final high-fidelity design.
- Collaborated directly with clients to understand their needs and deliver custom graphic and branding solutions that met their unique goals.

SKILLS

- **Core Competencies:** UX/UI Design, Product Design, Branding, User Research, Prototyping.
- **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Midjourney, ChatGPT, WordPress.

EDUCATION

- **Online Advanced Courses** | (2021-2024) WordPress, Elementor, Figma & UI Workshop
- **UX/UI Nanodegree Program** | Udacity (2021-2022)
- **Graphic Design** | Shenkar College of Engineering, Tel Aviv (2019-2021)
- **B.A. Economics & Management** | Ashkelon Academic College (2011-2014)

LANGUAGES

- **Hebrew** - native | **English** - fluent | **Russian** - native