

# AMIBASHAN

## UX UI Designer

☎ 054 666 0060

📍 Tel Aviv

✉ amibashan@gmail.com

🌐 www.amibashan.com

## Experience

### ● BOLDA Design Studio

UX UI DESIGNER | 2022

- Solo product lead of production identity via design process for the company.
- Designed and launched web-based applications, characterizing and optimizing performance to meet user needs.
- Managed the marketing and branding processes for the company, ensuring all products were aligned with the overall brand vision.

### ● PARTNER

CLIENT MANAGER THE ISRAEL DIAMOND EXCHANGE | 2010 - 2022

- Established and maintained long-lasting relationships with business customers, negotiating and signing contracts with the Israel Diamond Exchange.
- Deeply understood the company's products and services, and researched competitors to offer the most effective solutions for my clients needs.
- Leveraged creativity and initiative to resolve customer service problems and handle technical issues.
- Extensive experience working with ERP and CRM softwares, and constantly staying up-to-date with latest trends and advancements in complex systems design.
- Coordinated effectively with cross-functional teams, including operations, management, and sales.
- Trained and mentored new service representatives, setting them up for success in the roll.

### ● IDF - Army Service

AIR FORCE | 1998 - 2003

- Received commendation for finding a critical helicopter component issue, which saved human life.

## Education

Netcraft Academy

UX/UI Designer course | 2019 - 2021

Jumpcut Academy

film and video editing course | 2012 - 2014

## Languages

- Hebrew - Native
- English - Fluent

## Skills

- Adobe Suite
- Figma
- Adobe XD
- Avid M.C