

# SAPIR BALATZ

## UI UX PRODUCT DESIGNER

### ABOUT ME

Creativity is my fuel in everything I do in my life. Whether it's mine Observations or in my actions, a sense of design is what inspires and guide me .

I am very passionate about design and user satisfaction. I believe that a successful project starts with proper research - understanding the goals, problems and competitors. Only hard work can yield excellent results!

### EDUCATION

**Holon Institute of Technology** | 2021-2023  
UX UI design

**Gimnasia Gan Nahum**  
**High School, Rishon Lezion** | 2011-2014

### ARMY SERVICE

**The Bedouin Gdesar** | 2016-2018

During my military service I was an intelligence investigator in the battalion , And I was responsible for navigating the soldiers in enemy territory and in training, Exploring tunnels and working with observations.

### EXPERIENCE

#### ◆ SAPIR DESIGN

**Freelancer UX UI Designer** | 2023-2024

As a freelance designer, I provide B2C services in UX/UI, interactive design and graphic design. These services include branding and marketing design, web design, Landing pages, and print products.

#### ◆ ARTTOOLS

**Store manager** | 2021-2024

The work includes reception and customer care, back office - Price offers, purchase orders, invoices , Graphic design for store ads and banners for the website

### VOLUNTEERING

#### ◆ Website redesign for the association **The New Fund for Cinema and Television** | 2022

During my studies I was happy to volunteer for the redesign of the website A competition for an association, in which I referred to overload Site and navigation challenges. The process is done by defining the target audience, creating wireframes and designing New visual identity, I significantly improved the user experience and the visibility of the site.

#### ◆ Volunteering at the **"Michal Sela" association** | 2023

I was more than happy to volunteer at the association and participate in a hackathon for an educational app for children and teenagers whose goal is to prevent harassment at an older age. The process involved teamwork and the work led to many accolades.

#### ◆ Volunteering at the **"civil squad israel" association** | 2024

I volunteer at the association that was built following the war that happened on October 7. The association deals with the conduct of an "on-call class" and a contribution to Israel, mainly for the Christian population. My role in the force is to rebrand a website that was lifeless and non-interactive and make it the most convenient and beautiful looking

### CONTACT

[portfolio](#)

[Linkedin](#)

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### SKILLS

- UX & UI design
- prototyping
- Branding and marketing design
- Graphic Design
- Website Design
- Illustrator, painting and drawing

### SOFTWARE

- Figma
- XD adobe
- Illustration adobe
- photoshop adobe