Gershon Paul
Senior Designer

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Work Experience

Quickode, Jerusalem Senior UI/UX Designer, 2018 - Present
- Clients include Bank Hapoalim, Mobileye, Orcam, Clalit, Ribbon
- Collaboratively creating customer/user focused designs to build product growth, retention, and ease of use
- Working closely with other UX designers and developers to build high-quality UIs
- Meeting clients and managing client relations

Feedvisor, Tel Aviv Senior Marketing Designer, 2016 - 2018
- Designed and oversaw Amazon store grader which converted many previously cold leads for the sales team
- Managed website redesign, conference websites, landing pages and ad campaigns for marketing
- Managed small team of external developers
- Worked regularly with Product team designing UIs for the company's current and upcoming products

ModLi, Jerusalem Graphic Designer, 2015 - 2016
- Designed web banners, marketing material, clothing tags, Facebook and Instagram advertising materials
- Participated in brand strategy and marketing meetings
- Directed, photographed, and edited clothing photo shoots

Azure PCR, Jerusalem Graphic Designer, 2013 - 2015
- UI/UX design for a unique medical diagnostic tool
- Wrote stakeholder maps and software requirements specifications
- Coordinated with and managed outside developers
- Rebranded company logo and updated collateral materials
- Designed collateral, marketing material, and conference booth

Aqua Creations, Tel Aviv Graphic Designer, 2012 - 2013
- Updated design and coordinated the printing of the company catalog and brochures
- Designed and sent email newsletters and press releases
- Produced advertisements for large design magazines
- Managed the company website

Mikadot, Tel Aviv Graphic Designer, 2011 - 2012
- Designed and developed the front end for new websites, mobile sites and applications
- Branded new in-house products and re-branded the company
- Involved in planning in-house projects from conception to completion, with a focus on UI/UX

AetherQuest Solutions, Virginia Jr. Graphic Designer, 2006 - 2010
- Designed advertisements, book covers, pamphlets, and logos
- Created and managed existing client websites

Education

Shenkar College of Engineering. Design. Art. M.Des, 2020
Developed a methodology for identifying the potential causes of a design issue before the ideation process in order to begin a project with a shared understanding of the issue between designers, clients, and stakeholders.

Corcoran College of Art + Design (George Washington University) BFA Graphic Design, 2010
Represented the graphic design department in an artists panel talk for the college and museum's donors. Honored with Dean's List.

Tools

Design
Sketch, Figma, XD, Zeplin, InVision, Abstract, Balsamiq, Photoshop, Illustrator, InDesign, Acrobat

Programming
HTML, CSS, JavaScript (basic), Processing

Languages

English
Mother tongue

Hebrew
Proficient