

# Or Arazi

## UI/UX & Marketing Designer

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### SUMMARY

Creative and multidisciplinary UI/UX & marketing designer with 3+ years of experience designing user-centered interfaces, responsive websites, and engaging digital content. Skilled in product design, branding, and conversion-driven experiences — across web, mobile, and social. Passionate about blending aesthetics with function, and using AI tools like ChatGPT and Sora to boost creativity, speed, and visual storytelling.

### EXPERIENCE

#### UI/UX & marketing designer

Mishloha

January 2023 – Present

- Designed user interfaces for web and mobile platforms, improving usability and user engagement.
- Created animated banners and social media content (static & motion) aligned with branding guidelines.
- Led the homepage slider redesign for the Mishloha app, resulting in increased click-through rates.
- Designed and built the Mishloha Business corporate website using WordPress + Elementor.
- Initiated and led a volunteer design project for reservists, merging UX skills with community values.

#### Web designer

Mishloha Digital

June 2022 – January 2023

- Designed and developed custom websites for culinary and hospitality businesses.
- Delivered responsive design solutions with a focus on clean aesthetics and intuitive navigation.
- Collaborated with clients to translate brand identities into digital experiences that convert.

### EDUCATION

#### Graphic design with specialization in UI/UX

HackerU

October 2021 – June 2022

### Skills

User Experience design  
User Interface design  
Product design  
Web & Mobile design  
Branding & identity  
Marketing design  
Motion design  
Wireframing & prototyping  
Conversion optimization

### Tools & Technologies

Figma, Adobe XD  
Photoshop, Illustrator, After Effects, Premiere Pro  
WordPress & Elementor  
ChatGPT, Midjourney, Sora  
HTML/CSS (basic understanding)

### Languages

Hebrew – native  
English – professional