

# SIVAN FORMAN

## UI/UX PRODUCT DESIGNER

### ABOUT ME

A people person, team player, creative thinker, tech savvy designer, with passion for crafting smart, simple user experiences that make an impact!

### CONTACT

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in [www.linkedin.com/in/sivanfo](http://www.linkedin.com/in/sivanfo)

🌐 UI/UX Portfolio

### SKILLS

Figma                      Premiere  
Photoshop                After Effects  
Illustrator

### LANGUAGE

Hebrew - Native

English - Fluent



### WORK EXPERIENCE

#### UI/UX Product Designer

2022 - Today

TLK Solutions

- Own a full design cycle from research to hands-on, collecting inspiration and creating an intuitive, and accessible designs for all states and scenarios
- Create wireframes, prototypes, and high-fidelity mockups to effectively communicate design ideas
- Conduct user research, interviews and usability testing, to gather insights and inform design decisions via Mixpanel and Clarity
- Collaborate with Product Managers, Frontend Developers and others to understand requirements and provide creative, thoughtful solutions

#### Marketing Designer (maternity leave replacement)

2023

Priority Software

- Work day to day with Figma, Adobe Creative Suite and AI-Based tools to design creative assets for email campaigns, social media, landing pages
- Drive UI/UX design for the Priority Xpert - support portal
- Manage multiple projects simultaneously, meeting deadlines and maintaining high-quality standards
- Played a significant role in recent company rebranding, implementing new brand identity

#### Marketing Communications Specialist

2017 - 2023

CONTROP Precision Technologies Ltd.

- Work across the company's different verticals to create a variety of contents from A to Z for demos, technical videos, event videos etc
- Creating creative graphics for product materials, branding, social media, print, website pages, presentations and more
- Manage company's website content using WordPress

#### Media Editor

2013 - 2016

CONTROP Precision Technologies Ltd.

- Video shoot and edit marketing clips
- Design web banners, social media, print brochures and HR materials



### EDUCATION

#### Master's Degree (MBA) - Ono Academic College

2015 - 2016

Business Administration, Advertising & Marketing Communications

#### Bachelor of Fine Arts (BFA) - Tel Aviv University

2008 - 2011

The Department of Film and Television



### PROFESSIONAL COURSES

#### UI/UX Design - Netcraft Academy

2022

#### UX Design - Netcraft Academy

2021



### MILITARY SERVICE

#### Photographer and Video Editor - Logistics Corps HQ

2006 - 2008