



# Evelina Girshovich

UX/UI & Product Designer

e: eve.girshovich@gmail.com

w: www.evelina.co.il

a: 6 Anavim st., Ashdod.

m: 054-7875606

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## Personal Profile

Pixel perfect, fast and creative soul with the knowledge of design standards and web positioning, I've been a UX/UI designer for over 9 years. Expertise in driving the visual aspect of a project. In-depth understanding of color theory, typography, and layout. I love to create simple, minimalistic, intuitive and responsive designs, utilizing the latest design concepts and trends.

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## Work Experience

### UX/UI & Product Designer at Hometalk

2017 - present

As a product designer I was responsible for Hometalk's redesign and took a big part in initiating the new marketplace. Responsible for devising and designing main interfaces for the Hometalk website that is seen by 40M unique visits a month. From initial brainstorming, research, wireframe, high-end mockups to prototyping, live user research and testing, focus groups and face to face user experience research. Creating multiple solutions to complex and challenging product tasks as well as deep understanding of the problems in the user experience. Collaborate with product managers and developers to oversee the full process of a product from conception to launch.

### UX/UI Designer as a Freelancer

2016 - 2017

Created responsive user-centered UX/UI design for websites and mobile applications. Redesigned and rebranded existing websites. UX/UI consultant for small businesses and individuals.

### Graphic Designer at IKEA Israel

2010 - 2016

Responsible for design of all promotional marketing materials, including banners, posters and flyers, from conceptual idea to printing and setting up. Was engaged in all stages of projects: from meeting with clients and understanding their needs to printing and installation. Worked closely with interior design teams, marketing and sales departments, and printing houses.

## Key Skills

Proficient with industry standard tools like Photoshop, Illustrator, InDesign  
Strong creative and design skills for composition, color and layout.  
User Profiling, Mockups, Wireframing, Prototyping, Storyboarding, Iconology.



Sketch



Illustrator



Photoshop



Indesign



Java Script



Html



Css



Jq



Bootstrap



Invision



Animation



Flash

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## Education

### Shenkar Engineering, Design and Art College.

2016-2017

UX/UI for web and mobile applications.

### John Bryce Institute.

2008-2009

Visual communications, web and print design.

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## Languages

English - native

Hebrew - native

Russian - native

## References

Available upon request