

Rotem Yarakchi

Product Designer & Illustrator

Throughout my professional career, I have always strived to create interfaces that are both visually appealing and user-friendly. Furthermore, I have excellent public speaking skills and enjoy working in a collaborative and team-oriented environment. I excel at problem-solving and task prioritization while continuously improving my skills with the latest technologies.

EXPERIENCE

Product Designer, Brand Designer & Illustrator | Freelancer

Oct 2017 - Present

- Collaborated with global clients on diverse projects, ensuring tailored solutions that meet design needs.
- Successfully delivered optimal designs within time and technical constraints, prioritizing user-centric approaches.
- Worked closely with product managers and developers to achieve seamless integration of design and functionality.
- Introduced creative solutions for branding and rebranding initiatives, enhancing overall user experience.
- Expertise in crafting visually appealing and user-friendly interfaces.
- Strong understanding of design thinking methodologies and user-centered design practices.
- Excellent communication skills, ensuring smooth project execution with distribution teams.
- Dedication to staying ahead in the ever-evolving field of product design.

JTG Technology Ltd. | Design studio manager

2015 - 2017

- Marketing design
- Branding
- Web design
- Illustrations
- Design thinking.

VOLUNTEER EXPERIENCE

IDF - EOTT | Product design team lead

Oct 2023

Since October 7th, 2023, I have been a part of a team that is working on a life-saving project that provide real-time updates on hazardous events. As a UI/UX team leader, I ensure project success by approaching challenges from a designer's perspective, empathizing with target audiences, and utilizing research methods to enhance their experience.

MILITARY SERVICE

Graphic Designer | IDF, intelligence, 81

2005-2007

✉ contact.rotem@gmail.com

📞 052-3778096

📍 Rishon Lezion

🔗 [Portfolio](#)

🌐 [LinkedIn](#)

ACHIVMENTS

Panim. Yom. Zikaron | Beit Avi Chai

Creating a short animation film for Memorial Day, broadcast on TV.

Graduated Animation Film Awards

Graduation short animation film winning 1st place three times globally.

Two Commendation Certificates

In my military service, for my efforts in the Second Lebanon War.

EDUCATION

UX/UI Design courses

Create Studio | 2022-2023

Bachelor of 2D animation

Bezalel Academy | 2011-2014

SKILLS

Hard Skills

- Branding & identity
- UI/UX & design system
- User & market research
- Wireframing & user flow
- Complex systems
- Web & Mobile Applications

Softwares

- Figma
- Midjourney
- Adobe: PS, AI, AE, ID
- Elementor + Wix

Languages

- Hebrew (Native)
- English (High Level)