

Michal Goldshmidt

UI/UX Designer

+972 549433993

[Linkedin profile](#)

michalgoldshmidt@gmail.com

[Portfolio](#)

Education

UX Course

03.2023-12.2023

Uxer | Dr. Offer Monar

M.A. - Art Therapy

2017-2020

Tel-Hai College

B.A. - Visual Communication

2009-2013

Yezreel Valley College

Tools & Skills

UX/UI Design

Wireframing

Prototyping

Figma

Brand Design

Adobe Creative Cloud
(Photoshop, Illustrator, Indesign,
Premiere, Lightroom)

Business Presentations

Events Design

Psychology

Art Therapy

Military Service

Full military service in the IDF's
Intelligence Corps

2005-2007

Experience

JFrog - UX/UI Designer

Hybrid 2021-2024

Creating compelling visual assets for various departments across the organization, including Product, Demand Generation, R&D, HR, Support, and more. Ensuring brand consistency and engagement across multiple platforms.

Projects included:

- UX/UI design for mobile and desktop web pages (jfrog.com and event sites)
- UX/UI design for Product web pages
- Event collateral
- Booth design
- PPT presentations
- Social media campaigns

Freelance Designer

Remote 2011-2021

Experience in UX/UI design for complex systems and applications, successfully serving both B2B and B2C clients like CEVA, Testinsight, Goldenpool, and M.S. Energy Solutions.

Skilled in managing UX/UI projects, including:

- UX research
- User interviews
- Design systems
- Rebranding
- Responsive website design
- Quality assurance (QA)
- Global exhibitions and conferences
- Business presentations

Adopts a comprehensive approach with clients, from planning to flawless execution and delivery.

NOW Branding

On-site 2016-2020

- Specialized in B2B company branding, from concept to graphic application
- UI for Websites and brand books design for large companies in the Israeli industry, re-branding, print jobs, interior design of business offices
- Worked directly with marketing managers, listening to their needs to meet their requirements
- Examples of clients: Lumenis, Shamir Optics, Prodalim Group, Biopet, Breslov, Israel Nature and Parks Authority

Ilan Hagari Studio

On-site 2014-2016

- Designed for international exhibitions and conferences and print projects for clients such as: The Hebrew University of Jerusalem, Leumi Bank, Aleh Negev
- Worked directly with marketing managers, while paying personal attention to the project

Sasson Guetta Studio

On-site 2013-2014

Designed for international exhibitions and conferences and print projects for clients such as: Ophir Optronics, Aerotel Medical Systems, ANU Museum