



ABOUT ME

As a highly skilled Senior Designer, I excel at designing and producing creative solutions tailored to meet the exacting needs of changing markets, customers, and the business objectives of the company.

I bring a deep understanding of design, styles and layout techniques coupled with knowledge of the importance of driving brand identity across all digital platforms, channels, and print formats.

Additionally, I am a team leader that knows how to inspire and drive teams to excel, and am highly proficient at project management, execution and innovative results.

SKILLS

ADOBE SUITE - ILLUSTRATOR, PHOTOSHOP, INDESIGN

MAGLR - NO-CODE DESIGN PLATFORM TO CREATE INTERACTIVE STORIES

CREATIVE SOLUTIONS FOR DIGITAL PLATFORMS & CHANNELS

CREATIVE THINKING

BRANDING CAMPAIGNS

STRONG COMMUNICATION

PROBLEM-SOLVING SKILLS

LANGUAGES

HEBREW

ENGLISH

NINA SPECTOR SENIOR CREATIVE GRAPHIC DESIGNER

Hei be-Iyar 78, Rosh HaAyin, Israel

0542266768

shaashua50@gmail.com

WORK EXPERIENCE

NINA SPECTOR STUDIO Jan 2025 - Present	Freelance Graphic Designer at Nina Spector Studio for creative design
SOLAREEDGE Herzelia Jun 2019 - Jan 2025	Senior Creative Graphic Designer - Led ideation, coordination and development of creative assets on projects for online campaigns, websites, online events, trade shows and social media - Developed visually striking graphics for web and digital platforms and channels, aligning with brand identity and market trends. - Collaborated with marketing teams to produce engaging graphics across social media, websites, and print. - Managed multiple design projects from concept through to final delivery. - Designed compelling visual content to drive brand awareness and company growth to increase brand's reach in key channels and regions. - Contributed to the higher conversion and retention rates by optimizing UI/UX of websites, microsites and landing pages
ZAP GROUP Petach-Tikva Mar 2014 - May 2019	Art Director/Designer Responsible for developing and maintaining a creative vision to engage different target audiences with visually compelling visual content for multiple applications. To achieve this, I manage a team of designers who work on creative projects such as advertising, graphic design and marketing
NETEX Hod Hasharon Nov 2009 - Nov 2010	Web Designer
NESS TECHNOLOGIES LTD. Tel Aviv Jan 2011 - Jan 2014	UX Designer User experience design, ensuring intuitive and user-friendly websites, software and products. - Analyzed user feedback to identify potential flaws, improving clarity and functionality. - Collaborated with IT teams and organizations to refine and optimize user experiences. - Conducted comprehensive usability testing of software products and website features. - Application of user-centered design principles, balance with technical and business strategies. - Developed wireframes and prototypes, leveraging extensive knowledge in various technologies. - Plan impactful projects across diverse sectors: the financial sector, the Ministry of Defense, health bodies, government and media.
KESHET BROADCASTING Tel Aviv Nov 2005 - Nov 2009	Graphic Designer

EDUCATION

CAMERA OBSCURA Tel Aviv 1999	Bachelor of Arts Advanced Adobe & animation
---	---

COURSES

FULLSHOT Oct 2024	Midjourney
MENTOR Dec 2022	Adobe for professional Designers
NETCRAFT ACADEMY May 2013	UX/UI DESIGN

HOBBIES

ARTS, TRAVELING, SPORTS