

## SUMMARY

Based in **Phuket**, Thailand, I bring over **15 years of experience** as UX/UI Design Expert and product design, with a deep focus on creating intuitive, user-centered experiences across complex systems and high-impact industries.

## HIGHLIGHTS

- Led the design of both new and existing professional products. Took proactive initiatives to identify problems and improve product offerings, as well as implemented a unified cross-organizational design language
- Spearheaded the UX/UI design for various systems and websites. Executed full rebranding for company websites, including web designs, email marketing, and social media promotions
- Managed the “White Label” web projects from development to implementation, collaborating closely with global clients such as Sam's Club and AAV
- Managed a team of five people and oversaw complex projects while ensuring that timelines and budgets were adhered to, providing customer service and direction
- Demonstrated leadership and problem-solving skills, handling diverse populations and creating forward-thinking, creative solutions during military service

## PROFESSIONAL EXPERIENCE

### SENIOR PRODUCT DESIGNER / Checkpoint Ltd.

2022-2025 / Tel-aviv

- Designing the UX and UI of new and existing professional products
- Deliver design mockups based on UX and creative requirements
- Work closely with UX experts, product managers, and developers
- Create, Contribute, and maintain design systems Elements including components, instances, style libraries, color, type, imagery, and icons to produce a unified visual language
- Helps others use the system and drives consistency and alignment within the team
- Lead proactive initiatives that identify problems and act on opportunities to improve the product offering.
- Implement a cross-organizational graphic “language”

### SENIOR PRODUCT DESIGNER & FRONT END /

Nemesysco Ltd.

2015-2022 / Kadima

- Design the creative and functionality UX/UI design for the companies different systems and websites.
- Executed web and marketing designs for company different websites
- Designed and rebranding for the company websites, landing pages, email marketing, banners, advertising, social media promotions adds and print materials.
- Worked closely with engineering team to design features to drive demand and new customer acquisition
- Set up new responsive websites and web pages in WordPress using Elementor builder.
- Work collaboratively within multidisciplinary teams to create smart, relevant and socially connected experiences

## EDUCATION

### SAPIR COLLEGE /

School of Practical Engineering

Multimedia & Design

2008-2010

### NETCRAFT ACADEMY

Usability and User Experience

Tel-aviv / 2015

## TECHNICAL SKILLS

Figma

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, Dreamweaver, XD)

Expertise in Microsoft Office

HTML5

CSS3

WordPress

Elementor

## MILITARY SERVICE

### OFFICER IN COMMAND TERMS OF SERVICE

2003-2005

## LANGUAGES

**HEBREW** / Native Speaker

**ENGLISH** / Written and verbal fluent

## PORTFOLIO

[Rotempinkas.com](http://Rotempinkas.com)

## PROFESSIONAL EXPERIENCE

### UI / UX DESIGNER & 'WHITE LABEL' PROJECT MANAGER

/ TGS Israel/TravelHoldingsUSA

2012-2014 / Petach-tikva

- Led WEB Projects from initiation, development and implementation into production. Worked closely with team executives in the design of the websites, setup of HTML pages for global clients like Sam's Club & AAV
- Led design of marketing initiatives and coordinated with Sales Representatives companywide using Business Intelligence reports and analytics to advance company goals

### UI / UX DESIGNER & PROJECTS MANAGER / NEKUDA

2011-2012 / Binyamina

- Authored Performance Reports, Goal assessments and ongoing issue reports to management to have an overview of all active projects
- Actively assisted in the characterization of websites, Applications and social networks campaigns
- Designed websites, landing pages, banners and presentations

### WEB PROJECTS MANAGER & TEAM LEADER / WEB3D

2011-2012 / Haifa

- Managed a team of five people
- Worked on solution of complex social situations and delegation of authority
- Worked directly with freelancers, provided customer service to customers, and responsible for planning, organizing, and directing projects ensuring these projects were on time and within budget
- Worked on website characterization and GUI for various platforms

### WEB GRAPHIC DESIGNER / ADACTIVE

2010 / Haifa

- Designed and implemented SEO campaigns, including landing pages, banners, and social media posts.
- Led website design projects to enhance user experience and functionality.
- Managed Facebook advertising campaigns and optimized business pages to increase engagement and visibility.