



Self portrait

4/5 Format

I am a product designer and wandering researcher with a passion for exploring the unknown and bringing it to the surface through digital communication. As a multidisciplinary designer, I blend my skills in UX/UI design with a strong foundation in visual storytelling and documentary photography.

Elad Horenstein / UX/UI Designer

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Experience

Platform designer

Expo software | 2022 - 2024
Focused on UX/UI design for E-commerce platform and web applications.

Video editor

Hebrew University | 2019 - 2021
Gained experience in video editing.

Photographer & Editor

Freelance | 2017 - 2021

Education

User Experience Design

Bezalel Continuing Education,
Jerusalem, Israel | 2023 - 2024

Communications & Journalism

The Hebrew University of Jerusalem
| 2022 - 2023

B.A. in Fine Arts and Photography

Bezalel Academy of Arts and Design,
Jerusalem, Israel | 2017 - 2021

Languages

English - Professional Proficiency

Hebrew - Native

Professional

I have experience in designing and editing web pages for clients, specializing in user experience and interface design for a software company. I have worked on characterizing and optimizing systems such as CRM and ERP, as well as optimizing payment and registration flows. Additionally, I have a background in visual design, including photography and editing, and have collaborated with artists and organizations in the music industry.

Background

Alongside formal studies in mass communication and sociology, I am a self-taught visual designer with a strong focus on UX/UI. My bachelor's project, 'A Cultural Footprint in the Backyard,' won the 'Bezalel Sustainable Award' for its blend of social and cultural gaps in a cultural storytelling.

Skills

Figma: Prototyping and design.

Adobe Creative Suite: Photoshop, Illustrator, XD.

Photography: Editing and processing.

Video Editing: Clips and sound effects.