

# Shimrit Holcer

Graphic designer | Illustrator | UX UI

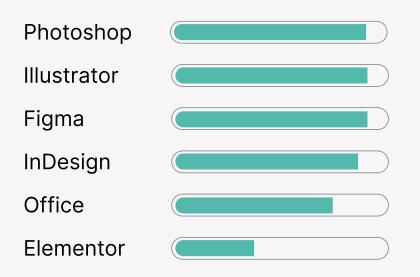
#### **Contact Details**

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- O Harish, Israel
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#### **About me**

UX/UI designer and illustrator, specializing in digital design and custom-made creations. I work with companies and private clients from around the world on a variety of projects, including social media, websites, landing pages, and more.

#### **Technical skills**



### **Work Experience**

#### Freelance | 2019-Present

Freelance graphic designer working with tech/product companies as well as private clients. Specializing in presentation design, website design & UX, branding and logos, and both print and digital products.

#### WalkMe | 2023-2025

Graphic designer in the marketing department. Responsible for website page design, social media visuals, one-pagers, promotional materials and branding. Working closely with the company's teams in Israel and abroad.

#### Atreo | 2015-2019

Brand design, website design and UX, logo creation, print materials and print preparation. Direct communication with the company's client

#### **Shahar Group** | 2013-2015

Shift Manager at customer Service Center. Responsible for managing tasks under pressure, coordinating team efforts, and providing fast, effective solutions to real-time issues.

#### Icarus Demeter | 2007-2008

Practical Mechanical Engineer. Handled final image processing, including photo retouching and correction. Assisted in planning and coordinating aerial photography routes using a light aircraft.

#### **Education**

### Codesigner | 2022

Course in UX Design – User Experience Analysis and Specification.

## HIT - Holon institute of technology 2011-2015

Bachelor's Degree in Visual Communication Focused on Interactive and Print design tracks.

# Tel Aviv University College of Engineering | 2003-2003

Diploma in Mechanical Engineering Technician, Rakia Project. For my final project, I developed military equipment using SolidWorks software.

#### Ironi Alef Modiin High School | 2000-2003

Full Matriculation Certificate. Technological Diploma in Graphic Design and Art. Completed Art and Design project with