



Shimrit Holcer

Graphic designer | Illustrator | UX UI

Senior UX/UI Designer with over 9 years in digital design, specializing in websites, interfaces, branding, and presentation design. Expert in Figma and Adobe Creative Suite (Illustrator is a good friend). Experienced in collaborating with product and marketing teams across high-tech companies, startups, and private clients. Skilled in leading end-to-end projects - from initial concept and wireframes to final launch.

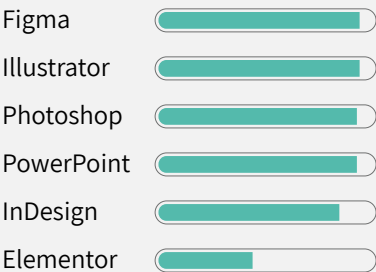
Contact

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shimritholcer@gmail.com
Holon

Links

Portfolio
LinkedIn
Dribbble

Skills



Work Experience

- WalkMe | 2023 - 2024**
Graphic Designer, Marketing Department
Designed website pages, landing pages, and marketing campaigns.
Created presentations, social media content, and brand assets.
Collaborated with global marketing and product teams.
- Freelance Designer | 2019-2025**
UX/UI & Graphic Designer
Independent designer for tech companies, startups, and private clients.
Designed presentations, websites (UI/UX), branding, logos, and print/digital materials.
Specialized in tailored solutions for international clients.
- Atreo | 2015-2019**
Designed brand identity, websites, and digital platforms.logos, marketing collateral, and print-ready materials.
Worked directly with international clients on design projects.
- Shahar Group | 2013-2015**
Shift Supervisor, Customer Service Center
Managed tasks under pressure and provided real-time solutions to customer issues.
- Icarus Demeter | 2007-2008**
Mechanical Engineering Technician.
Processed and retouched aerial photography images.
Assisted in planning aerial photography routes using light aircraft.

Education

- Codesigner | 2022**
UX Design Course
- Holon Institute of Technology (HIT) | 2011-2015**
B.A. in Visual Communication – specialization in Interactive & Print Design
- Tel Aviv University | 2003-2005**
Mechanical Engineering Diploma – Final project: development of military equipment using SolidWorks
- Ironi A High School, Modi'in | 2000-2003**
Full Matriculation Certificate, specialization in Graphic Design & Arts