

Inbar Alexander

UX/UI Designer

 052.8819398

 inbaralexander.com

ABOUT

I am a UX/UI Designer with extensive experience in interior and graphic design. Passionate about innovation, I create user-centered designs that are both delightful and intuitive. A collaborative team player with an aesthetic eye, that pays great attention to details.

EXPERIENCE

Freelance UX/UI Designer

2022- current

Designing user interfaces and interactions for web and mobile products, ensuring they reflect the branding and business goals of the client. Conducting market research, defining information architecture and user flows. Developing and implementing design systems and style guides using high fidelity prototypes.

Self Employed Interior Designer

2017- 2022

Led commercial and private interior design projects from initial concept to launch. Collaborated with cross-functional teams to align objectives, meet deadlines, and stay within budget. Oversaw project execution with a strong focus on design consistency, quality standards, and delivering spaces that seamlessly balance functionality and aesthetics.

Graphic Designer

Podium Yakum | 2008- 2017

Defined the concept of the multi-brand retail space and e-commerce platform, developed its brand identity and visual language, and ensured a cohesive style across all physical and digital platforms. Created a wide range of marketing materials, including the website, landing pages, printed materials, social media content, infographics, and more.

EDUCATION

UX-UI Design

Create Academy, Tel Aviv
2022

Interior Design

Barbara Berzin, Tel Aviv
2015

B.A. in Sociology and Art

Tel Aviv University
2005

SKILLS

UI Design
Design Thinking
Prototyping
Information Architecture
Information Visualization
Branding & identity
Typography

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
3D Rendering
Paper & Pencil

LANGUAGES

Hebrew- Native speaker
English- Fluent