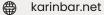
# Karin Bar

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✓ Karinz1993@gmail.com



karinbar93

## **EDUCATION**

O 2023

YNET

Manager development program

2022

MICHAEL SCHWARTZ
Webflow for designers

2022

NETCRAFT ACADEMY UX/UI course

2022

OPEN UNIVERSITY
Project management course

2016-2020

MINSHAR FOR ART Visual Communication Certificate

## **CERTIFICATIONS**

O 2024

MONDAY
Workshop Core monday.com

2022

MONDAY
Badge Product monday.com

## **SKILLS**

O UI/UX Design
Design Systems Wire

Design Systems, Wireframing, Prototyping, Visual Design

- O Prototyping & Interactive Design Figma, Adobe XD, StoryCards
- O Design Tools
  Adobe AI, PS, ID, Canva, Infogram
- O Basic Web Knowledge HTML/CSS, Webflow
- O Al Tools ChatGPT, Claude, Gemini, UX Pilot

#### **PERSONAL PROFILE**

Graphic and UX/UI designer specializing in delivering visual messages that are precise, clear, and consistent. Experienced in designing for a wide range of platforms, including social media, landing pages, presentations, marketing materials, and other branded assets. Focused on understanding target audiences and tailoring the visual language to match the content, values, and communication needs. Emphasizes visual hierarchy, consistency, and accuracy. Works closely with content creators and domain leads to ensure every design supports both the message and the organization's strategic goals.

### **WORK EXPERIENCE**

#### PRODUCT DESIGNER | 2024-2025

ynet (product department)

- End-to-end product design, from understanding business needs to delivering tailored solutions for end users
- User experience design, including research, wireframing, prototyping, and execution
- Designing visually compelling, functional interfaces with consistency across digital products
- Creating scalable design systems and collaborating with developers for pixel-perfect execution

#### LEAD GRAPHIC DESIGNER | 2021-2024

ynet (digital department)

- Led and mentored a team of 10 designers, delegating tasks and ensuring high-quality output.
- Collaborated with R&D on special projects and mini-sites.
- Established the "Creative Studio" sub-department, focused on high-priority projects.
- Created and implemented a design system to ensure consistency across all design work.

#### DIGITAL DESIGNER | 2018-2021

ynet (digital department)

- Designed and branded for Ynet TV and its clients, leading special projects and creating infographics and data visualizations for website channels.
- Designed and rebranded social media content across platforms, and articles/web pages, collaborating with teams to meet tight deadlines.
- Developed new design concepts, streamlined work processes, and provided training and technical guidance to team members.