Karin Bar

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EDUCATION

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

2024
MONDAY
Workshop Core monday.com

2022
MONDAY
Badge Product monday.com

SKILLS

UI/UX Design
Design Systems, Wireframing,
Prototyping, Visual Design

Prototyping & Interactive Design
Figma, Adobe XD, StoryCards

Design Tools
Adobe AI, PS, ID, Canva, Infogram

Basic Web Knowledge
HTML/CSS, Webflow

AI 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.