



YOEL ZOLDAN

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 Ramat gan

 [Portfolio](#)

As Psychology graduate with a strong understanding of user behavior, I am looking forward to pursuing a career as a junior UX/UI designer. As a result of my previous management experience, I have gained strong communication and problem-solving skills, which I believe will prove invaluable in the field of user experience design. I am excited to bring my enthusiasm, dedication, and fresh perspective to my first UX/ UI position.

EXPERIENCE

SOCIAL MEDIA MANAGER

Nataliz laser, 2021- present

- Content creation (design and microcopy)
- Creating and managing sponsored campaigns on Instagram and Facebook

TELEMARKETING CENTER MANAGER

Ronit Raphael, 2021 - 2023

- The establishment of a call center and the creation of work procedures and protocols
- Recruiting and training new employees
- Leading a team of six employees
- Increasing sales
- Creating monthly reports
- Monitoring revenue from telemarketing customers
- A comparison of data from the branch and the call center

UX INTERSHIP

Fundbox, 2022 - 2022

- Redesigned the onboarding process
- Competitor research

RECEPTIONIST

Ronit Raphael, 2017 - 2021

- Responding to telephone calls and providing face-to-face service to customers
- Administration and organization of the diaries of ten staff members
- Collecting funds and issuing invoices in the RAPID software
- Responsible for handling inquiries from potential customers
- New employee training and mentoring
- Creating work procedures and optimizing existing procedures

EDUCATION

B.A IN PSYCHOLOGY, HCI SPECIALIZATION 2019-2022

Tel Aviv-Yafo Academic College

- Taking part in the outstanding program
- Graduating with honors
- Training in the "Mentors" project of the college, providing academic and social support.

SECONDARY SCHOOL, 2011 - 2014

Tichon hadash, Tel Aviv

- Graduation with honors, majoring in psychology and literature

MILITARY SERVICE

A soldier in the Office of the Spokesperson for the Minister of Defense, 2015-2017

- Participated in the organization of the minister's media tours, press briefings, and press conferences. Organizing meetings with journalists, answering media inquiries, and managing the bureau on a daily basis.

SKILLS

- UX/UI Design, User Research, Competitive Research, Wireframing, Prototyping, User flows, Microcopy, Usability Testing, Social Media Marketing

TOOLS

- Figma, Windows, Office, Outlook, Excel

LANGUAGES

- Hebrew - native
- English - Fluent