

Tamar Haramati Tzvilik

Product Designer

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🌐 Full Portfolio

My greatest passions are helping people and creating. In every role I held, they helped me to be curious and attentive. After gaining experience in education, customer service management and marketing, I am excited for my next career step. I am now looking for my first role as a PD and for my professional home.

Top Skills: Communication Creativity Customer Insight User Interviews Research

EDUCATION

Netcraft

2023

UX design course

Dissertation: A complex system for home design using AI and AR.

skills: Figma, Prototyping, User research, Benchmark, Usability testing, Information architecture.

Guerrilla

2021-2022

Website development and social media management

skills: Design fundamentals, design for social media, Adobe XD, Photoshop, Illustrator, Elementor, Website building

Open University

2020

Copywriting

skills: Market research, Persona development, SWAP, reating concepts.

Tel-Hai College

2013-2016

B.A in special education with a speciality in art therapy,
including deeping in psychology

EXPERIENCE

Freelance

Aog 21 - current

Copywriter and marketing manager

Conducting market research to yield business insights and differentiation.

Defining the client's business strategy, goals, long-term planning and KPI's.

Understanding user needs and transforming them into marketing material,

Enhancing websites, user flows and UX writing according to business strategy and language.

Analyzing & optimizing marketing overall performance.

Manpower

Jul 22 - Okt 23

Jobs posting admin

Researched and analyzed needs and pain points for various target audiences.

Characterized of personas from a wide range of occupations spectrum.

Converted generic job descriptions into attractive, audience-specific marketing content.

Coordinating organizational processes with the hiring managers and cross-team Collaboration.

Conducted monthly presentations to train new employees on job posting skills

HaMikzoanim

Yun 16 - nov 20

Customer service manager

Provided empathetic and attentive support during complex advertising processes.

Detected problems and found solutions which increased customer satisfaction.

Improved overall service quality by understanding and balancing user and business needs.

Maintained communication with tech team to align workflows with departmental requirements.

Strategic thinking alongside management in order to build and optimize business processes.

Multiple

2009 - 2016

Various roles in the field of education

Further information available upon request.