



Hello,  
I'm  
Hedva

I'm a dedicated and enthusiastic UX/UI designer with a diverse background in graphic design, web design, digital marketing, concept art, 2D art, 3D art, and animation.  
I'm excited to find my next opportunity.

🌐 [My portfolio](#) | 📞 972-50-9070088 | ✉️ [hedvaspiro@gmail.com](mailto:hedvaspiro@gmail.com)

## Work Expirience

### Freelance Designer

UX/UI Designer, Concept art & 2d Art | 2024 - Present

- UX/UI
- CRM Design
- Branding
- 2D Art
- Concept Art

- Currently, I'm engaged in a variety of freelance projects, designing apps, websites, and developing unique brand identities. My focus is on crafting visually compelling, user-centered experiences that balance aesthetics and functionality across platforms.

### Playtika

UX/UI Designer, Concept art & 2d Art | 2018 - 2023

- UX/UI
- CRM Design
- 2D Art
- Concept Art

- Led end-to-end product design: UX/UI assets and features for our games, creating concept, sketches, mockups, wireframes and animations.
- Concept art & 2d art: creating environments, objects, charters and game elements.
- CRM Design: creating visually engaging content, such as in games ads, banners, promotions and illustrating promotion assets. visually engaging promotion assets.
- Game Machines: Executed machine art, integration and animation.

### Etoro

Freelance Graphic Designer | 2017

- CRM Design
- Landing pages
- Print

- Designed marketing materials including campaigns, landing pages, banners and ads.
- Managed the printing process for various marketing collateral.

### Net - Bet

Marketing & UX/UI Designer | 2013- 2016

- UX/UI
- CRM Design
- Print

- Executed projects from A to Z.
- Designed responsive websites for desktop and mobile platforms.
- creating concept, sketches, mockups and wireframes.
- Designed campaigns and landing pages
- Responsible for the printing of various marketing materials

### Comverse

Art Lead Graphic Designer | 2010- 2012

- UX/UI
- CRM Design
- Print

- Led and mentored a team of designers, providing guidance, feedback and support to ensure high quality design.
- Executed projects from A to Z
- Designed and developed training products including eLearning systems, sites and video content.

### Vista System

Senior Graphic Designer | 2008- 2010

- UX/UI
- CRM Design
- Print

- Designed websites, email campaigns and banners
- Developed Flash videos, created 3D models using 3ds Max, and performed video editing
- Designed trade show displays and various printed materials

## Education

UX/UI Design (Supplementary course) | 2023 - 2024 | Netcraft | Unity | 2023 | Playtika | B.Design, Kinneret college | 2000-2003 | Visual communication

## Language

English - Advanced | Hebrew - Native

## Skills

- Figma
- Photoshop
- Illustrator
- Unity
- 3Dmax
- Blender
- Adobe Animate
- 3Dmax
- Blender
- Html
- CSS
- JavaScript