







SIVAN FORMAN

UI/UX AND MARKETING DESIGNER

ABOUT ME

A people person, team player, creative thinker, tech savvy Designer, Photographer, and Video Editor - the one who does the cool stuff!

CONTACT

-  Rosh Ha'ayin
-  052-6465667
-  the.sivik@gmail.com
-  www.linkedin.com/in/sivanfo
-  UI/UX Portfolio
-  Graphics & Video Portfolio

SKILLS

Premiere Photoshop
After Effects Illustrator
Figma

LANGUAGE

Hebrew - Native
English - Fluent



WORK EXPERIENCE

Marketing Designer (maternity leave replacement) 2023
Priority Software

- Work day to day with Figma, Adobe Creative Suite (Photoshop, Illustrator Premiere and After Effects), and AI-Based tools
- Played a significant role in recent company rebranding, implementing new brand identity.
- Drive UI/UX design for the Priority Xpert - support portal
- Create mailers and landing pages in HubSpot for campaigns
- Production of videos in a multi-camera green screen studio via vMix

Marketing Communications Specialist 2017 - 2023
CONTROP Precision Technologies Ltd.

- Work across the company's different verticals to create a variety of contents from A to Z for demos, technical videos, event videos etc.
- Creating a wide range of creative and graphics for product materials, branding, social media, print, website pages, presentations and more
- Manage company's website content using WordPress

Media Editor 2013 - 2016
CONTROP Precision Technologies Ltd.

- Video shoot and edit marketing clips
- Design web banners, social media and digital materials, print brochures and HR materials

Freelance Product Design 2022 - Today

- Sole product designer for "Go Hybrid" - eCommerce SaaS solution
- Sole product designer for "All My Courses" - eLearning Tool



EDUCATION

Master's Degree (MBA) - Ono Academic College 2015 - 2016
Business Administration, Advertising & Marketing Communications

Bachelor of Fine Arts (BFA) - Tel Aviv University 2008 - 2011
The Department of Film and Television



PROFESSIONAL COURSES

UI/UX Design - Netcraft Academy 2022

UX Design - Netcraft Academy 2021

WordPress and Elementor - Mentor 2019



MILITARY SERVICE

Photographer and Video Editor - Logistics Corps HQ 2006 - 2008