

# SANDRA TADSON UI & GRAPHIC DESIGNER

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## Work Experience

**Freelance UI & graphic designer** | Feb 2022 – Present

- **Increasing user engagement and click-through rates** on websites through precise design.
- Helped my clients **achieve and even exceed** their engagement and click-through rate goals.
- **Creating designs** for newsletters, landing pages, banners, presentations, web campaigns, etc.
- **Enhancing brand performance** on social platforms and the web through accurate visual design.
- **Establishing a new brand language** from scratch and translating it into visual solutions.
- Designing for **social and web platforms** with a focus on maintaining brand identity.
- **Understanding and translating** business & customer requirements into high-quality designs.

**ICONZ** | Aug 2020 – Aug 2021

**Manager of social platforms and part of the creative team**

- **Increased the organic growth** of big brands' social media pages through creative content creation, storytelling, and strategies aligned with the business goals.
- **Connected and created collaborations** with influencers (10k-100k) to broaden brand awareness by creating creative campaigns that catch the target audience's eye.
- **Managed and produced shooting days and campaigns** with budget scales ranging from 5k-50k₪
- The role required multitasking abilities, self-direction, organization, and collaboration with graphic designers while giving and receiving constructive feedback.

**MYSOCIAL** | Jan 2020 – Aug 2020

**Social media manager**

- **Managed social platforms** of prominent brands as Ramat Aviv Mall, Converse, Sebocalm, etc.
- **Created visual and written content**, using storytelling techniques, and generated creative ideas.
- **Established direct connections** with influencers and presenters to lead creative campaigns that enhanced brand awareness.

**MOSHE ZUR Architects & Town Planners** | Sep 2019 – Jan 2020

**Architecture practical engineer**

## Military

**IDF - Intelligence Corps** | Jun 2017 – Jun 2019

**Architecture practical engineer**

## Education

**ACC Tirza Granot** | Oct 2020 – Oct 2021

**Diploma of an Art Director**

- Graphic designer and creative portfolio
- UX/UI Workshop
- Worked on briefs of different customers (Steimatzky, Aminach, Elem, Etc.)
- Included copywriting courses

**ORT Rehovot College** | Sep 2015 – Jun 2017

**Diploma of an Architecture practical engineer**

- Grade of 98 in the final project of a boutique hotel
- Graduated with honors and got a scholarship
- GPA – 97.5

## Soft Skills

I bring genuine enthusiasm, a positive attitude, and strong communication skills to my work. With a problem-solving mindset, quick learning abilities, and an eye for detail and aesthetics. I'm both a self-learner and a collaborative thinker. My efficient time management ensures consistent productivity, and I'm known for spreading good vibes and a friendly smile while working in a team. 😊

## Tech Skills

- InDesign
- Adobe XD
- Photoshop
- Figma
- Illustrator
- Mac environment

## Language

- HEBREW – Mother language
- ENGLISH – Professional
- RUSSIAN – Fluent