

NAAMA TZUR

UX&UI DESIGNER

Naama20966@gmail.com

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Cordovebro 20, Tel Aviv

Naamatzur.com

SKILLS

UX&UI Design
User Research
Wireframing
Prototyping
Usability Testing
Graphic Design

DESIGN TOOLS

ChatGPT
Gemini | Gemini canvas
Figma
Photoshop
Illustrator
InDesign
After Effects

LANGUAGES

Hebrew
English

ABOUT

UX&UI designer, born and raised in Kibbutz Machanayim, now based in Tel Aviv.

I've danced and created all my life, and after high school, I continued dancing for a year at the "BatSheva School".

When I discovered design, I fell in love with its aesthetics and the way imagination meets functionality.

FREELANCE | MARKETING, GRAPHIC DESIGN

2024 – Today

I collaborate with businesses to create visually striking designs that align with their goals and needs. Together, we develop custom design solutions that yield unique and practical results.

STUDENT PROJECT | COLLABORATION WITH YAD VASHEM & RESHET 13

Nov 2025 – Mar 2026

Produced an animated short telling the story of a Holocaust survivor, in collaboration with Yad Vashem, broadcast on Reshet 13 on Holocaust Remembrance Day. Led the creative process from research and storyboarding through illustration, animation, and sound design.

EDUCATION | HIT BACHELOR'S IN VISUAL COMMUNICATION (B.Des)

2023 – Today

3rd-year Visual Communications Design student

Dean's List Honors, 2023–2024, GPA: 92

MILITARY SERVICE | PERSONAL AFFAIRS NCO

2020 – 2022

As a Personal Affairs NCO, I handled soldiers' financial, social, and medical challenges, providing tailored support for diverse needs.

The role required maturity, sensitivity, and responsibility.

VOLUNTEERING | "COLORS OF MEMORY"

2023

Created visual life albums for families who lost loved ones in the October 7th War, blending stories and photos to preserve personal legacies through color and nostalgia.