






# EVA KLEINER

## SENIOR BRAND & UX/UI DESIGNER

Senior Designer with 12 years of experience in creative management, branding, web design, and product design. Expert in crafting impactful brand identities and performance-driven designs that enhance user experiences and brand presence.

## CONTACT

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## SKILLS

### SOFT SKILLS

- Creativity
- Communication
- Leadership
- Time Management
- Problem-solving
- Fast-Paced
- Attention to Detail
- User Empathy
- Analytical Thinking
- Adaptability
- Organized
- Agile

### EXPERTISE

- Design Thinking
- Concept Development
- Art Direction
- Branding and Visual Identity
- Design Systems
- Marketing Materials
- UX / UI
- Cross-Functional Collaboration
- Data Visualization
- Typography
- Infographic Design

### TECHNICAL SKILLS

- Illustrator, Indesign, Photoshop
- After Effect, Premiere
- Figma, Adobe XD, Sketch, Zeplin
- Asana, Monday, Clickup, Trello
- Slack, Zoom, Hibob
- Balsamiq, Miro, LucidChart
- Wordpress, Webflow
- Powerpoint, Google Slides
- Calendly, Typeform

## EXPERIENCE

### Creative In Freelance

2023 - Now / Self Employed / Tel Aviv

- Marketing Design • Branding • UX/UI

### Lead Brand Designer

2022 - 2023 / Vesttoo / Tel Aviv

- Crafted Vesttoo's brand identity and design system, ensuring brand consistency and significantly increasing brand recognition.
- Led a design team to create sub-branding for a \$1M event, with a positive ROI of 150%
- Restructured the UX/UI of the website, significantly increasing user engagement.
- Created wireframes, storyboards, and user flows to convey design ideas.
- Developed sales materials for executives, generating leads.
- Optimized digital campaigns on social media through A/B testing.
- Enhanced employer branding and internal communication, improving employee engagement.
- Designed presentation templates, streamlining master slide usage and saving time.

### Founding Product Designer & Creative Project Manager

2021 - 2022 / Keetro Labs / Tel Aviv

- Led brainstorming sessions to develop and implement innovative features.
- Conducted user research, interviews, and surveys to understand user needs and behaviors, gathering both qualitative and quantitative feedback.
- Collected feedback from early adopters to guide UX/UI improvements.
- Applied design thinking for data-driven decisions and to validate design hypotheses.
- Delivered high-quality UX outcomes aligned with project goals and business objectives, integrating the latest design trends.
- Effectively communicate specifications and guidelines to developers, ensuring thorough quality assurance for a seamless implementation.
- Optimized lean product development for efficient MVP delivery.
- Managed remote vendors to meet deadlines for the early-stage startup.

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CURIOUS TO KNOW MORE?

Let's discuss how I can bring value to your team.

[Connect on WhatsApp](#)

### EDUCATION

- Master of Arts in Art Direction  
London - INSEEC Sup de Pub  
2014 - 2015
- Master in Brand Strategy & Communication  
Paris - CESACOM  
2013 - 2014
- Bachelor in Communication  
Paris - CESACOM  
2010 - 2012

### LANGUAGE

- French (Native)
- English (Fluent)
- Hebrew (Intermediate)

### INTERESTS

New Technologies

Art

Travel

Music

DIY

Gaming

Photography

### MORE ABOUT ME

- Ability to manage multiple projects and deliver iteratively in a fast-paced environment.
- Strong communication and creative skills
- Empowered by a diverse background to tackle challenges with a multidisciplinary approach
- Experienced in collaborating with individuals from diverse cultural backgrounds worldwide

### Creative Team Leader

2018 - 2021 / Eden Gallery / Tel Aviv

- Managed and prioritized the schedules of designers, photographers, and 3D artists to align and meet global project needs.
- Directed the team based on the needs and briefs of creative directors, gallery owners, marketing departments, and artists.
- Designed digital creatives and the e-shop for Eden Gallery, significantly boosting art sales during the pandemic.
- Produced social media content to increase lead generation.
- Developed event concepts, including logos, videos, invitations, and promotional items.
- Implemented an automated presentation generator, increasing sales conversion rates, and collaborated with developers throughout the development lifecycle.

### Marketing & Product Designer (UX/UI)

2017 - 2018 / Perimeter 81 / Tel Aviv

- Experienced working with global cross-functional teams: Marketers, Product Managers, BI, and Engineers.
- Developed web and landing pages from wireframes to production, enhancing website traffic and SEO.
- Iterated designs based on user feedback, usability testing, and data analysis to improve user experience.
- Created user-friendly products, balancing deadlines, conversion rates, and feedback from product and data teams.
- Conducted user research, translating insights into actionable design improvements.
- Designed high-fidelity UIs to enhance usability and accessibility while maintaining brand consistency.
- Stayed current with UX/UI trends and best practices, advocating for their integration into the design process.

### Head Of Design

2015 - 2017 / Closerstill Media / London

- Produced marketing materials and signage for exhibition shows in the health sector, resulting in an average 40% increase in event attendance.
- Managed brands and ensured consistency with all creative freelancers.

### Art Director

2012-2014 / Fred & Farid / Paris

- Directed advertising campaigns from mood boards to production for famous brands and campaigns (1664, Orangina, Pulco, Quick).
- Created digital and marketing materials (social media, ads, print, event booths), managing a team of freelancers to deliver creatives from idea to production.