

Rotem Gezonterman Shani

Marketing & UX/UI Designer

054-6374810
rotemgnl@gmail.com

Experience

Marketing & UX/UI Designer 2020–Present
Puzzle Projects

- Led end-to-end project management for top defense sector companies, collaborating with a diverse range of clients and executives. Oversaw the entire process, from initial concept development to the successful delivery of high-quality final products, ensuring excellence at every stage.
- Extensive experience across multiple design disciplines, including full-scale branding for renowned companies such as Rafael and Aeronautics. Designed a wide range of marketing materials including banners, videos, brochures, marketing presentations, newsletters, conference & exhibition materials, and other promotional assets for leading organizations.
- UI/UX design for complex military systems with the IDF and prominent defense companies. Led the design of a cutting-edge medical system for Belinson Hospital, working closely with programmers and product managers. Additionally, designed electronic literature (e-books) for various companies, enhancing user engagement through creative digital solutions.

Marketing & UX/UI Designer 2019–2020
Maof Human Resources

- Designed marketing materials for leading organizations, including: Bank Leumi, Kaplan Hospital, Birthright Israel and more. Led multidisciplinary design work on marketing assets: print, video, conferences, company events, exhibitions and social media. UX/UI design for Maof "Get job" app.

Marketing & UX/UI Designer 2018–2019
HELD Photography & Home Design

- Lead designer oversaw the design and implementation of the company's graphic language at all the stores visuals nationwide, including: posters, packings, gifs and videos, content for social media promotions, ensuring consistent and UX/UI for a new commercial website.

Education

AI tools for designers | Eduardo Mitelman 2025
User Experience Design | The Open University 2024
User Experience Design | Udemy 2022
B.A in Visual Communication & Education | 2014–2018
Graduated from WIZO Haifa Academy of Design

Military Service

Service conditions NCO completed full 2010–2012
military service with honor

Tools

Adobe Creative Suit
Illustrator
Photoshop
Indesign
After Effects
Premier

Figma

AI design tools
Flux
Midjourney
Krea
Ideogram
Sora
Runway
Firefly

Skills

Creativity
Team work
Visual design
Attention to details

Languages

Hebrew Native
English High level of proficiency