

CAROLINA ZLOTNIK KRIEGER

UX/UI Designer
Brand & Marketing Designer

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portfolio

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Carolina Zlotnik Krieger

PROFESSIONAL EXPERIENCE

Maelys | **UX/UI, Brand & Marketing Designer**

2023 – Present

Designing the UX and UI of our e-commerce website, collaborating with product managers to create user flows, wireframes, and high-fidelity screens, and working with developers to launch new features. Also designing brand and marketing assets such as newsletters, landing pages, and offer pages.

Nandi | **UX/UI Designer**

2021 – 2023 part time

Sole designer at an early-stage AgTech startup. Designed the UX and UI of a digital product (mobile and desktop) for Nandi, helping farmers monitor livestock using sensor data. Also created the brand identity.

Freelance | **Web & Social Media Designer**

2020 – 2023

Designed websites and digital content for small businesses, including branding and UI adapted for various platforms.

MAX Initiative | **Volunteer Product Designer**

2020-2021

Volunteered as a designer for MAX, a social impact initiative, supporting community-focused digital projects.

Peleg Design | **Design Intern**

2020

Took part in concept development, prototyping, and visualization of consumer products.

Israeli Air Force | **Operations Officer**

2012-2015

Led logistics and team operations. Recognized for precision, discipline, and excellence under pressure. Received a Certificate of Excellence for outstanding performance.

EDUCATION

Bezalel Academy of Art and Design

B.Des in Industrial Design

2017 – 2021

The Hebrew University of Jerusalem

UX & Software Workshop, School of Computer Science

2019-2020

Studio 6B

Preparatory Program in Design & Architecture
Graduated with Honors (Outstanding Portfolio)

2016-2017

HaNegev Pre-Military Academy for Social Leadership

2011 – 2012

SKILLS

Tools & Technologies

2D Figma, Adobe XD Illustrator, Photoshop,
3D SolidWorks, KeyShot

Design Expertise:

Product Design, User Interface, User Experience, Wireframing, Prototyping, Design Research, Industrial Design

Soft Skills:

Team collaboration, Time management, Creative problem solving

Languages

Hebrew (native),
English (fluent),
Spanish (fluent)