



PIRHIYA ASOR

UX UI Designer
Product Designer

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PORTFOLIO

www.chilipeppper.com

Languages

Hebrew - Native
English - Excellent

Skills

Figma, XD, Skech
Photoshop, Illustrator
Indesign
WordPress, Elementor
HTML, CSS, JS
AI Tools

Soft Skills

- Excellent interpersonal communication
- Team work
- Deal with changes
- Work on several projects at the same time
- working under pressure, problem-solving capability
- Ability to work and learn independently, learns fast
- Working in a dynamic environment, and make quick decisions under tight schedules ability
- Strong design, typography, composition and conceptual ideation abilities
- Good with quick sketching methods and a strong ability to create accurate wireframes
- staying in loop about of the latest standards, changes, trends in the visual design field

Senior Graphic Designer for over 15 years,
5 years of experience in the field of User Experience Design.

I love people. I love discovering their perception, thinking patterns, desires, unconscious needs, and behavioral patterns, and how to use them to maximize the authenticity and intuitiveness of user experiences.

Things like so intrigue me with how to create a product experience that will provoke the right emotions at the right time to make people act.



Work Experience

2023 - 2024 HitechZone Company

UX/UI consulting and Graphic Designer

Improving user experience in the digital wallet, improving visibility on the website and in the daily newsletters.

2008 - 2022 Sahar Advertising Agency

UX/UI Designer / Product Designer

2016-2022

- Characterization, design, and construction of apps and websites.
Includes accompaniment from the beginning of the project to the end - conduct characterization conversation with the client, feature analysis and user research, personas, creating a site map and site structure, wireframe, designing and creating a prototype, and designing a win UI experience (in addition, website development on Elementor).

Art Director

2008-2016

- Director of an advertising agency and senior graphic designer
 - Leading projects from the concept stage to the product.
 - Characterization conversations with customers, characterization, design of websites, and print design.
 - Logo and Branding, Advertisements, A billboard campaign, Social media, Presentations, Brochures, Catalogs, Books, and more.
 - Work with other Branding Agencies, Government offices, Municipalities, Local Councils, Schools, and private brands and customers.
 - Lead design team.



Education

2022-2023 | Netcraft Academy

FullStack Development

2018-2021 | The Open University of Israel

B.A Management and Human Resources

2015-2016 | Prog School

UX UI Design, Web Development, WordPress

2005-2008 | Ofakim Torah College for Woman

B.ED Education and Visual Communication Design