

ESTER BERLIN

Product Designer

A little bit about me

Detail-oriented UX/UI designer with a strong foundation in user-centered design, research, and clean interfaces. Brings analytical thinking, creative problem-solving, and a passion for improving digital experiences. Eager to join a forward-thinking team to grow, contribute, and lead user-focused projects.

Professional Experience

Freelance Graphic Designer

Self-Employed · 2021–Present

- Designed marketing assets for retail and travel businesses: posters, flyers, folders, decals, and more
- Developed visual concepts tailored to client needs and deadlines
- Managed client communication, revisions, and print preparation

UX/UI Designer Student Project –Remember

siur mochos UX/UI Training · 2024

- Collaborated on redesigning the "Remember" memorial platform
- Conducted user research, usability testing, and stakeholder interviews to identify pain points and emotional gaps
- Reorganized site architecture and created accessible user flows
- Designed high-fidelity prototypes in Figma, focusing on emotional tone and responsiveness
- Delivered the design system and final presentation to the client

Skills

■ Figma ■ Photoshop ■ Illustrator ■ InDesign

Contact



<https://did.li/eberlin>



e0533156474@gmail.com



0533156474 / 0553062811



<https://www.linkedin.com/in/ester-berlin/>

Education

Siur Mochot Academy | 2022-2023

UX/UI for complex systems

Siur Mochot Academy | 2024

Visual Communication

Languages

Hebrew
Native

English
Fluent