Aya Hirschauge

UI MARKETING DESIGNER

ANIMATOR . ILLUSTRATOR. FRONTEND DEVELOPER

CONTACT

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- Aya Hirschauge

EDUCATION

2006 – 2010
Sapir College –
BA in Communications. Earned a diploma in practical **engineering** for **interactive communication**, including GUI studies (cum laude)

2013 – 2015
HackerU – Web developing course

2020
Udemy – User Experience Design Essentials - Adobe XD UI UX Design

2022
Give&Tech – User experience, user research, user journey, usability testing

MISCELLANEOUS

Languages
Hebrew – Mother-tongue
English – Fluent

Military Service
Sergeant at the air control unit of the **Israeli Air Force**

Other interest

Tutoring   Photography   Music

A designer with over 3 years of experience working successfully with leading international and local brands. Deep understanding of the customer needs while keeping the brand values. Out-of-the-box thinker, "here to help" (and to teach). A problem-solver, enthusiastic, with a genuine love for the field. Experience with multiple platforms.

EXPERIENCE

2012 - Current
Freelancer
Product designer – Providing UX/UI designs, branding, animated music videos, banners, illustrations, design and develop websites, and code-based animations. Teaching Adobe software.

2021 - Current
BoredDom
Co-founder – Together with my partner, we've set up a boutique gaming studio where we're focusing on the development of three casual mobile games, an educational game specifically designed for children, and a platform game, of which an early demo of the first level can be found at itch.io.

2015 – 2021
TenenGroup LTD.
UI marketing designer / developer – Was head of product 3D imaging project and led the company's emails UI development, both promotional and system emails. Designed site features and elements. Illustrated, edited, and animated gifs, ads, and informational videos. Worked as part of the company studio department while collaborating with other departments such as R&D, customer success, and branding.

2013 – 2014
Sniper Marketing
UX/UI marketing designer – Designed banners, landing pages, gifs, logos, and mini-sites. Social and commercial content for web and print for major Israeli brands. Illustrated company icons, Passover "Hagada" for Huggies, and Purim children book for company use. Worked on Delta's s Facebook game app background, character, and other features.

SKILLS

Innovative

Problem-solver

Team player (yet a self starter)

TOOLS

Adobe CC (educator level)

Figma

Procreate, Blender, Unity, AI tools