

Natalie Tarnovsky

UX/UI DESIGNER

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Creative and detail-oriented UX/UI Designer with a strong foundation in graphic design and a passion for crafting intuitive, user-centered digital experiences. Over 3 years of experience in visual design, branding, and social media, with a proven ability to translate business goals into compelling designs.

SKILLS

UX/UI Design - User research, wireframing, prototyping, responsive design.

Graphic Design - Branding, social media graphics, print design, illustration, motion graphics

AI Platforms - Midjourney, ChatGPT, Claude, Ideogram, DeepSeek.

Tools - Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), WordPress & Elementor, WIX, Framer

Languages- Hebrew (native) | English (highly proficient) | Russian (Basic)

PROFESSIONAL EXPERIENCE

UX/UI & Graphic Designer

Freelance | 2025 - Present

- Designed and delivered user-centered digital solutions for clients, including website UX/UI design, social media graphics, and branding.
- Collaborated with clients to understand their business goals and translate them into visually appealing and functional designs.

Creative Designer & Art Director

PRPL | 2024

- Designed engaging social media graphics, print materials, and UI elements for high-profile clients such as Persil, Netflix, Maccabi, and Cellcom.

Graphic Designer

Ben Horin Alexandrovitz | 2023-2024

Creating engaging and visually appealing graphic content for social media, enhancing client engagement and online presence, consistently meeting tight deadlines and exceeding client expectations.

Founder & Graphic Designer

Papernut TLV - Stationery & Lifestyle Studio | 2022 – Present

- Developed branding from concept to execution, including logo design, color schemes, typography, and packaging.
- Created and maintained the studio's website, focusing on UX/UI design to ensure an optimal user experience.

Office & Welfare Coordinator

Taboola | 2017-2022

- Supported employer branding efforts through graphic design, enhancing internal and external communications.
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EDUCATION & CERTIFICATIONS

UX/UI Mentorship & Portfolio Development

2024 – Present

- Working closely with a UX/UI mentor Dan Shiran to refine my design skills, build a professional portfolio, and deepen my understanding of user-centered design principles.

UX Studies

Netcraft Academy | 2022 – 2023

Graphic Design Certificate

Studio 6B | 2020 – 2021

BA in Psychology & Business Management

Ben-Gurion University | 2014 – 2017