Sapir Kabudy

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UX/UI Designer with over 4 years of experience in digital products design, web design, and marketing. Proven ability to lead full-cycle design projects from concept to execution, collaborating effectively with cross-functional teams, including product, marketing, and development, to create designs that align with business goals. Passionate about translating creative concepts into impactful, user-centered designs that enhance user experience and drive engagement.

Core Skills & Tools

- Branding & Digital Campaigns • UX/UI Design & Responsive Design • Visual Storytelling • Prototyping & Wireframing
- Print & Digital Production • Adobe Suite (Photoshop, Illustrator, Indesign, Premiere, XD, After Effects) • Figma • Microsoft Office
- Wix Editor/Wix studio

Work Experience

"2Brand" – Design and branding studio | 2021-2024
Graphic Designer

- Led end-to-end design processes, from initial brainstorming through final production, for digital and physical campaigns. Collaborated with marketing teams to set clear project goals, align visual strategies with business objectives, and ensure brand consistency.
- Developed and executed creative solutions by breaking down marketing briefs into actionable design concepts. Presented ideas through prototypes and mood boards to communicate the visual direction, and adapted designs based on feedback.
- Ensured brand consistency across diverse digital and print channels, creating cohesive visuals for newsletters, banners, pop ups, and print assets like brochures and posters

  Key Achievement: Successfully directed a digital marketing campaign that increased client engagement and online activity, contributing to positive client feedback and brand perception.

"Lin" – Wix Website for Business Owners | 2020-2021
UI designer

- Designed and launched an average of 3 Wix websites per week for small businesses, including promotional and e-commerce sites, with a focus on usability, user experience, and mobile responsiveness.
- Worked closely with clients to refine designs based on user feedback, iterating quickly to improve usability and optimize for mobile and desktop experiences. Applied SEO techniques and created mobile-friendly designs for optimal performance across all devices

Key Achievement: Delivered user-friendly websites that received consistently positive feedback from clients, enhancing user engagement and satisfaction.

Education

Mentor College | 2020-2021 – After Effects

Mentor College | 2018-2020 – Graphic and Interactive Design | UX UI

- Graduated with honors

Hebrew – Native | English – Fluent