

Tohar Sergienko

UI/UX Product Designer

EXPERIENCE

2021– Present

Graphic Designer | A-team

Advertising agency, Tel-Aviv

Created marketing materials for A-team, including flyers, ads, branding and digital marketing for water corporations and municipalities.

Manage a team of designers and oversee all aspects of studio operations, including project management and scheduling.

2020–2021

Freelance Designer

Establish and manage a freelance graphic design business that aims to assist companies in brand development.

Develop creative advertising content for various media, including catalogs, menus, social media design, newsletter, business cards, flyers and product packaging while ensuring maximum brand awareness of target audience/market.

2019–2020

Graphic Designer | PR-DIGITAL

Advertising agency, Rishon LeZion

Coordinate with the clients to successfully create prolific social media graphics suitable for target marketing.

Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.

EDUCATION

2022 – 2022

Netcraft Academy

Interface Design UX UI course

2015 – 2018

Kibbutzim College of Education, Technology and Arts

Bachelor (B.Des) and (B.Ed)

IDF


2009–2011

Inventory Manager | Topaz Camp, Tzrifin Military Base

Responsible for arranging equipment, documents and office records.
Responsible for administrative aspects of 20 members of department.

CONTACT

 tani890@walla.com

 +972-522187088

 Ramat-Gan

 <https://tohar-sergienko.com/>

 www.linkedin.com/in/tohat-sergienko

I am

- Passionate about branding, marketing, illustration, UX/UI design and storytelling.
- Strong conceptual thinking, first-rate presentation skills, can clearly express reasons behind decisions and work within a stressful environment whilst remaining composed and clear headed.
- I consider myself creative, innovative, original and eager to take on new challenges in the field of design to further progress my career.

TOOLS

Figma	Adobe Xd
Photoshop	WordPress
Illustrator	Webflow
InDesign	After Effects

EXPERTIES

User Interface Design, User Research, Wireframes (Hi-Fi & Lo-Fi), Prototyping, Responsive Design, Visual Hierarchy Principles, Storyboarding, Color Theory, Storyboarding, Video Editing.

LANGUAGES

Hebrew	Native Tongue
English	Fluent
Russian	Native Tongue
Spanish	Intermediate