Katia Wainer | UX/UI Designer

Mobile: +9720532377334 | Email: tokatiawainer@gmail.com | Portfolio: katiawainer.com

EDUCATION

HIT Holon Institute of Technology | Visual Communication Diploma (2022–2024) • Gained expertise in visual communication with a focus on composition, typography, grid systems, branding, color, and conceptual design thinking. Strengthened the ability to create cohesive digital experiences through user-centered design processes and visual systems.

6B Studio | Graphic Design & UX/UI Studies (2021) • Built foundational skills in visual design, UX/UI principles, wireframing, prototyping, and digital design tools including Figma and Adobe Creative Cloud.

EXPERIENCE

Freelance Designer | 2024 - Present

- Created visual identities and album artwork that translated each client's personality and creative vision into distinctive and engaging visual experiences.
- Designed and developed a brand-focused website through a full UX/UI process, creating a clear and engaging user experience that strengthened the client's digital presence.
- Collaborating on a nonprofit website project focused on integrating an external system and creating a strategic, user-centered experience that improves communication and supports donation-focused engagement.

Digital & Client Relations Manager | MMA Academy | Sep 2021 - Present

- Led the academy's digital presence, including website and social media management, content updates, and ongoing improvements.
- Managed client accounts, including payment processing, billing coordination, and financial follow-ups.
- Supervised coaches and staff scheduling, serving as the primary point of contact for operational issues during shifts.
- Oversaw internal business operations, including course management and coordination of executive meetings.

SKILLS

Design Tools: Figma, Adobe Creative Suite, WordPress – Elementor

AI Tools: Lovable, Figma Make, UX Pilot, Claude, ChatGPT

UX & Research: User Interviews, User Flows, Data-Driven Design, Prototyping, Information Architecture

UI Design: Design Systems, Digital Illustration, Web Motion & Interaction

Frontend: HTML, CSS, JavaScript Fundamentals

SELECTED HIGHLIGHTS

- **AI-Integrated Workflow:** Improved prototyping speed and iteration efficiency through AI-assisted tools.
- **Creative Foundation:** Art and research background enable merging aesthetics, storytelling, and functionality in product design.
- **Concept Development:** Transformed abstract ideas into clear and engaging visual concepts.