

# Racheli Kremer

Product Designer

📍 Mercaz, Israel

☎ +972 52 462 8289

✉ rachelikremer@gmail.com

👤 [www.rachelikremer.com](http://www.rachelikremer.com)

## EXPERIENCE

### 2023-2025 **Product Lead designer of the Israeli Government Design system**

- UX-UI Design at the Israel government.
- Building Components end to end, documentation, and user experience research. Full funnel Library implementation and CX, Agal work including sprint management
- Design system Product side- Gant, RoadMap, Business plan (in house and Government offices)
- In charge of the UX UI Gilda
- Advisory board member of client side infrastructure

### 2023 **Designer at Studio & Freelance.**

- UX-UI Design, conducting market and user research to characterize customer needs and finding their pain points
- Creating flows and detailed wireframes.
- Company branding from A-Z
- Content writing for Start-up companies and Social media managing.

### 2020-2022 **Head Web & Marketing Design at JMG.**

- Overseeing and managing all Concepts and designs across platforms (desktop and mobile) for all company needs such as UX/UI of Landing pages, newsletters, Social Media & marketing ads.
- **Other clients:** Besadno, Hebrew U, Bar Ilan, IDC, Mada, and more.

### 2018-2020 **Marketing & Web Designer at Dentsu.**

- **In charge of Waze B2B graphics:** Social Media research and development of concepts and designs for marketing ads worldwide, AB testing of products and ads.
- **Other clients:** Budweiser, Kia, Tel Aviv University, Philips, Estee Lauder and company, Menora.

### 2015-2018 **Head Graphic Designer at Coffee Print LTD.**

- In charge of the design team and print.

## TECHNICAL SKILLS

- Figma
- Adobe suite
- Solidworks
- HTML
- Microsoft Office

## LANGUAGES

**Bilingual:** English & Hebrew

## EDUCATION

### 2023-2024 **Product Experts**

- Product manager course

### 2022-2023 **Netcraft Academy**

- UX UI course

### 2009-2014 **Ariel University**

- Industrial design
- Graphic design

## Volunteering

- Mashlom.me UX UI Designer: An App that helps doctors with their day-to-day work by providing them with tools, digitizing their work, and automating their daily routine.
- Yaroni's BBQ- In memory of Yaron Chitiz. Giving love to the soldiers. Yaroni, an IDF officer and hero, who fell in Gaza. We set up an initiative to organize barbecues for soldiers on bases.