

# Daniel Bassin

## UI/UX designer

danielbassin00@gmail.com

+972 55 972 6099

Ramat - Gan, Israel (UTC +2)

Portfolio: [danielbassin.com](https://danielbassin.com)

## EDUCATION

2021 - 2022

**UX advanced studies at NETCRAFT ACADEMY**, Bnei-Brak, Israel

- Learning work methodologies in **UX research**.
- Analyzing data and insights from **Google Analytics** and **Google Forms**.
- Using **Axure** software to create high-fidelity **wireframes** and **prototypes**.

2020 - 2021

**UI/UX studies at NETCRAFT ACADEMY**, Bnei-Brak, Israel

- Creating brand guidelines and **design systems** that will accompany the interface.
- Building colorful and fully functional working prototypes, using **Figma / Adobe XD**.
- Design responsive interfaces for high **usability** on all devices.

## EXPERIENCE

2020 - present

**Freelance UI designer**, Ramat Gan, Israel

- Provides **print/digital** design service for small businesses, including logo design, **branding**, and content **writing**.

2018 - 2020

**Receptionist at Rimonim Tower hotel**, Ramat-Gan, Israel

- Manage guest booking and reservations.
- Assist with administrative and clerical tasks.
- Response to all guest's questions and requests during their stay.

2016 - 2018

**Retail store manager at "Castro"**, Givatayim, Israel

- Mentor employees to reach sales goals.
- Tracking a sales report daily/weekly/monthly.
- Ordering equipment for the store and confirming the arrival of customers' orders.
- Defining, designing, and implementing visual merchandising strategy in accordance with the company's instructions.

## ABOUT ME

A passionate, **adaptable**, detail and goal-oriented professional who advocates continuous learning and **improvement**.

I believe that collaborative **teamwork** is instrumental to **problem-solving** and achieving **business goals**.

Turning **innovative solutions** and concepts into functional designs is my way to create products that **resonate with people**.

## SKILLS

- Prototyping
- Wireframing
- Branding
- UX design
- UX writing
- UX research
- UI design

## TOOLS

- Adobe XD
- Figma
- Illustrator
- Photoshop
- Axure
- Wordpress
- Elementor