

# Ma'ayan Pesach

UI/UX Product Designer

## I am

Ma'ayan Pesach

Tel Aviv-Yafo

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studiomape.com

## Skills

Human-based research, strategy, management mockups, illustration, typography, prototyping, wireframing, high-fi interface prototyping, data analyzing, & visual communication.

## Tools

Axure  
Figma  
Sketch  
Invision  
Principle  
Adobe creative suite  
(Xd, Ps, Ai, Id, Pr, Fl)

## Languages

Hebrew, English, Dutch

## Selected Clients

Droog, Piet Hein Eek, HNH Amsterdam, Rosana Orlandi, Ben Simon, Antropologie, Yehoshua TBWA, Discount Bank, SimilarWeb, Marcomit, Ataliya Ein Karem, DFT Pro, Steam CC, UVeye, Atidot.

## Social



<https://www.facebook.com/maayan.pesach.5>



Maayan\_Pesach



<https://www.linkedin.com/in/maayan-pesach-1a453a2b/>



maya.pesach

I graduated in 2013 from the Design Academy Eindhoven and after 7 years in Holland having an independent studio and several collaborations, I moved to Tel Aviv and started my M.Des in Bezalel. I believe learning is a never-ending process and whenever I have a chance to grow, develop and enrich my knowledge I grasp the opportunity; I'm a curious human being, love to research, ask questions and find solutions to everyday problems.

I enjoy exploring new fields, cultures & interactions and am seeking a workplace where I could use my broad set of skills and fulfill my ambitions

## Education

### Bezalel academy of arts and design, Jerusalem.

2017-2020 M.Des industrial design. Department: Menegment design.

### Create Future School.

2017 User Experience & User Interface Design

### Profashions. Multidisciplinary school for textile

2016 Pattern making, Textile & Leather goods.

### Design Academy Eindhoven, The Nethlands.

2012-2014 B.Des Product design. Department: Man & Leisure.

## Experiene

### Studio Ma'ayan Pesach. Tel Aviv

2012-2020 Freelance UI/UX Designer. Working as an art director & Visual designer. (Studio Founded in the Netherlands for Product & Graphic services, during 2015 moved to Israel and continued internationally).

### UVeye Vehicle Inspection Solutions. Tel Aviv

2019-2020 Startup. Senior designer. Responsible for UI/UX , Branding & Creative.

### Steam CC, Rippels. Petach Tikva.

2017-2019 Startup. Senior designer. UX Designer , marketing & content.

### Bezalel Academy of Arts and Design. Jerusalem.

2017-2018 Teaching assistent at Art & History Department, Social design course.

### Yehoshua TBWA. Tel Aviv.

2016-2017 Advertising company. Art director: Concepts development & UI designer. Main clients in Finance & Fashion. Led campaigns, banding & Design.

### Tenengroup Ltd. Ramat Gan.

2014-2015 E-commerce. Conceptualized and designed application for a global personalized jewelry company. Working on company internationals sites, landing pages, newsletters, and marketing materials. Leading the photography studio; creative, styling, branding and more.

### INAMATT Studio, Pingjum The Netherlands.

2012 Internship at spatial design and architecture studio. Working on several projects including branding, products & Visual communication.

### DesignHuis, Eindhoven The Netherlands.

2008-2010 Coordinating and curating exhibitions locally in the Eindhoven based museum alongside international events including Glow Festival, DMY Berlin, & more.