



Amit Sakal CV


Contact information

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 [Portfolio](#)

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Education

- Complete Matriculation Certificate 36 Units (History, Art, Arabic and Middle East Studies Majors).
- 2008-2011 - Shankar, B.Des degree in the Faculty of Design, Department of Visual Communication.
- 2018 - UX/UI Studies User Experience Design course at Create.

Awards and Honors

- 2010: Excellence in Academic Performance (Second Year, Shenkar College).
- 2011: Theater Gesher Award for Excellence in Studies and Second Place in the Branding Course for Theater Gesher.

Military Service

- 2000-2003: Full Military Service in Unit 8200, Israeli Intelligence Corps.
- Team Leader and Instructor in Intelligence Corps courses.
- Sergeant Major (Res.) in Unit 8200.

Professional Summary

A dedicated and highly motivated professional, curious and always eager to learn. Able to execute tasks quickly and efficiently, with a strong ability to handle multiple responsibilities simultaneously. Excellent interpersonal skills, empathetic with high communication abilities. Experienced in management and leading winners teams, and passionate about sports, particularly basketball.

Experience

- 2022-Present: UX/UI Design Lead at Maytronics.
Responsibilities Included:
 - Establishment of the company's first ux team and managing 1-4 employees.
 - Communication with all company stakeholders and departments.
 - Leading the development of design guidelines and design systems.
 - UX/UI design of web interfaces, mobile apps, e-commerce platforms, and complex systems, from hands-on level to management level.
 - Responsible for defining and designing the company's flagship projects, transitioning to a D2C e-commerce model on company websites, integrating the app for direct sales, and increasing company profits through direct-to-consumer sales.
- 2021-2022: UX/UI Designer at Maytronics.
- 2013-2021: Brand designer & UX/UI Designer at OZ GLOBAL B2B.
- 2011-2013: Graphic designer at Nerubay studio.
- 2010-2011: Graphic designer at Haaretz Newspaper, news desk and sports department.
- 2007-2010: Security inspector (Selector) at the Security Division, Israel Airports Authority.

Skills

- UX/UI design and prototyping with Figma, Sketch, Adobe XD.
- Proficient in Adobe Creative Cloud softwares: Adobe Illustrator, Photoshop, InDesign.
- Proficient in Microsoft Office Suite.
- AI Tools: ChatGPT, Adobe Firefly, MidJourney.

Languages

- Hebrew: Native
 - English: Excellent reading, speaking and writing skills.
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