

Website: [ibdesign-portfolio.com](http://ibdesign-portfolio.com)

# Irit (Dafna) Blumenthal

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UX/UI and web designer

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Experienced UX/UI professional and Web designing entrepreneur with over 10 years of experience in managing people, projects, and branded digital properties. Created and managed over 500 websites worldwide, specialize in Web Design, and SEO services for over 100 clients and employers. Increased target market visibility and sales. Repositioned companies as leaders within their industries, growing businesses locally and globally within the Medical, Beauty, Jewelry /Fashion Business Services and Banking industries.

## Relevant Business Skills

Enhancing the operational efficiency and productivity of UI/UX

Identifying and implementing effective and measurable UI/UX applications, prototypes, and wireframes

Recruiting, hiring, and training employees, internationally, to successfully execute key UI/UX and marketing functions and outline scope of positions for new organization

Increasing brand and product target market visibility and sales

## Education

Bezalel Academy of Art and Design (BFA Architecture), Jerusalem

Noble Desktop Academy (Figma and UI/UX Certificate), New York

Parsons School of Design Graphic Design, New York

School of Visual Arts Art Studios and Web Design, New York

Baruch College (Marketing, Business Development), New York

## Employment

Present: NY - Teaching Hebrew and art to kids ages 5-12 at Congregation Beth Elohim and Ashreynu/MASKIT in Astoria, NY.

2020-2022: NY - Full Time UX/UI Designer for Primary PartnerCare®. website application created in Figma, include Wireframes and Prototyping.

2011-2020: NY - Ibdesign Studio NYC LLC Built and designed 100 websites for nonprofit organizations and business services including social media posts and SEO services.

2009-2010: NY - Fox Lorber, Full time served as an art director for designing websites & promotional campaigns for the distribution of independent films.

2008-2009: London - Research Studios — Full time creative director working with Neville Brody to execute a large e-commerce website design.

1998-2007: NY - Freelance web/graphic designer at Gray Interactive, Ammirati Puris Lintas, Citibank, Pfizer, Maybelline, Merrill Lynch, IBM and others.

## Skills

Adobe Photoshop

Figma

Adobe Illustrator

WordPress

Adobe Creative Suite

Elementor Pro

Miro

SE Ranking

Teaching

Business development

Classroom experience

Fluent in Hebrew