

# Eyal Sinai

## UX/UI Designer | Graphic Designer for Web and Print

I'm a seasoned graphic designer with years of experience in designing for web (WordPress and social media). I led a design team and served as the lead designer and brand guardian during my tenure in Kol Ha'ir Jerusalem (Haaretz group). After years working in digital media, I turned my focus to UX/UI design.

### Work Experience

2022 - 2024

#### Video Editor and Colorist | Draco Group

I worked as a video editor and colorist at Draco Group, providing digitization services to the Israeli Broadcasting Corporation for their national archive film project.

**Software used:** Davinci Resolve

**Managing external parties:** Israel Broadcasting Corporation archive.

**Achievements and contributions:** consulting for video color corrections

2020 - 2021

#### Lead Designer | Online Magazine kolhair.co.il and Print Newspaper | Haaretz Group, Kol Ha'ir Jerusalem

I was the sole designer of the newspaper's website, social media channels, and print versions, responsible for its weekly production from A-Z. The work included graphic design for all graphics, ads, static and dynamic banners (gif, Zip) for the web and landing pages, incl. uploading them to the Google Ad Manager system of the Kol Ha'ir.co.il website. I also produced a weekly banner click report.

**Software used:** Adobe Photoshop, InDesign, Illustrator, Figma

**Digital tools and social media used:** WordPress, Facebook

**Managing external parties:** leading advertising agencies, e.g., Yehoshua TBWA, Bauman Bar Ribnai, and others.

**Achievements and contributions:** built a new layout software that better aligned grids and layouts for all the relevant stakeholders

2014 - 2020

#### Lead Designer | Online Magazine kolhair.co.il and Print Newspaper | Haaretz Group, Kol Ha'ir Jerusalem

As the lead designer of the online magazine and print newspaper I was the brand guardian, responsible for delivering on-brand designs in the highest standard of quality. My role included designing the newspaper's website, social media channels, and print versions, including advertisements and marketing materials. The role included uploading editorial content to Kol Ha'ir website in WordPress. In this role I managed two employees.

**Software used:** Adobe Photoshop, InDesign, Illustrator, Figma

**Digital tools and social media used:** WordPress, Facebook

**Achievements and contributions:** created all the processes, instructions and standards for graphic design work in the magazine (internal and for use of advertising agencies we collaborated with), and introduced new processes and new ways of working that helped our workplace be more efficient and productive.

1997 - 2014

#### Senior Graphic Designer | Kol Ha'ir Jerusalem Newspaper | Haaretz Group

In this role, I led the production department and managed a team of 3 employees (incl. training new employees and upskilling them in Photoshop capabilities). As a senior graphic designer, I maintained high standards and met short deadlines, which is typical for producing a weekly newspaper.

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🌐 LinkedIn

📁 Portfolio

### Education

**2021** | Google UX Design Professional Certificate | UI / UX Design Specialization | California Institute of the Arts | Online, non-credit (via Coursera)

**2019** | Google Ad Manager course | Haaretz Group

**2017** | WordPress course | Haaretz Group

**1992** | Computer graphics course | Hadassah College, Jerusalem

### Professional Toolbox

#### Graphic design tools:

Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Xd, Figma, Davinci Resolve

#### Web Development Tools:

Google Ad Manager, Google Web Designer, WordPress, Wix, Webflow, landit, Pulseem

#### Technical literacy and ease of learning and implementing new tools

| Mac or Windows OS  
| Google Workspace  
| Microsoft Office

### Languages

Hebrew – Native  
English – Professional working proficiency