

Amir Falk

Product Designer

Problem solver, **Self-taught**
Curious, **Creative**, High analytic
skills, **Team player**, Social

Contact

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About Me

Aspiring UX/UI Designer with a background in visual arts, 3D visualization, and digital design.

Experienced in creating compelling visual ideas and user-centered designs. Leveraging design thinking to create engaging digital experiences.

On Saturdays, taking the role of a weekend warrior, and cycling on my road bike.

Skills UX/UI Design

Figma	User research
Photoshop	Info. architecture
3DS Max	Prototyping
Vray	Usability testing
Corona	Wireframing
Premiere	E-commerce
After Effects	

Languages

Hebrew
English

Experience

2020-2023 High Group | 3D Artist | Tel Aviv

Collaborated with design teams to create high-fidelity 3D visualizations. Utilized Twinmotion for rapid prototyping, enhancing efficiency by 50%.

2017-2020 Studio Nitzan | Interior Design | Mazkeret Batya

Planned and designed interiors for museums and visitor centers, emphasizing spatial experience and audience engagement, relevant to user-centered design principles.

2016-2017 Outform | Retail Design | Magshimim

Developed high-end displays for: **Amazon, Google, Samsung, Motorola.**

2014-2015 Studio 84 | 3D Artist | Tel Aviv

Specialized in 3D visualizations for architectural and urban planning projects.

2013-2014 Netto Design House | Exhibition Designer | Rehovot

Designed exhibition booths for international events, ensuring a visually impactful presence aligned with brand identity.

2012-2013 Yashar architects | 3D Artist | Tel Aviv

Created architectural visualizations, established a streamlined workflow system, enhancing team productivity.

2010-2012 Yappi | Freelance | Tel Aviv

Provided 3D visualization services for architects and designers. Managed client-focused design projects, developing solutions aligned with clients' objectives.

2006-2010 Eyal Naor | Production Events | Tel Aviv

Designed visual elements for event spaces, enhancing guest experience with tailored setups.

2003-2005 | Personal goal pursuit | New York

2002-2003 Geo Sim systems | Technical Artist | Petah Tikva

Modeled virtual cityscapes with low poly counts for optimized results. performance acknowledgment.

Education

2023 Netcraft Academy | UX/UI | Bnei Brak

Topics studied: wireframe, e-commerce, research, Information architecture web interface, usability, prototype, responsive design, user interface, Figma.

1999-2002 Ascola-Mimad | Visual Arts & Multimedia | Tel Aviv

Graduate diploma. Topics studied: HTML, UI, graphic design, typography and branding.

Army

1994-1997 IDF Spokesman | Photographer | Tel Aviv

Army photojournalist, self-reliant, documenting unit activities (e.g. infantry, armored divisions, air force and navy).and major political events.