

Alice Batushansky

"I have accumulated over five years of diverse experience in **UX/UI design, graphic design, video editing, motion graphics & animation, and social media management.**

As a seasoned team leader, I promote and encourage a culture of free artistic expression, fostering a sense of individuality and creativity within the team under my management.

Work Experiences

2023 - present easy copy LTD

Position: UI/UX Team Leader & Professional UX/UI & graphics Designer

- Responsible for ensuring the design of user-centric websites follows UX/UI guidelines and project timelines are met.
- Directed rebranding initiatives, overseeing logo redesigns, color palette development, and user research to strengthen brand identity.
- Created and optimized social media and website advertisements for brands, increasing engagement and visibility.
- Responsible for managing a team of designers to create print materials such as brochures, flyers, business cards, etc. While maintaining brand consistency and visual appeal.
- Provided expert guidance in the creation of digital graphics for social media and website banners, aligned with promotional strategies.
- Ensured timely delivery and met client expectations by monitoring project SLAs.
- Fostered relationships with key stakeholders to provide impactful advertising solutions for wide format and digital printing.

2022 - 2023 Fine LTD

Position: Website builder, Video editing, Business consulting, and Social media training for customers.

- significant role in the company's customer support.
- working under pressure and in a multi-project environment.
- customer needs personal attention.
- providing social media training for company customers.
- learning of customer's needs in the field of social and web.
- consulting and preparing customer's landing pages.

2022 - 2022 BlackIL LTD

Position: Website Builder, Video Editor, Business Consultant, Social Media manager

- Developed websites tailored to B2B clients, edited engaging videos, and provided strategic business consultancy services.
- Conducted social media managing sessions, empowering clients to enhance brand presence and customer engagement.
- Specialized in UI/UX design and motion graphics, optimizing digital assets for maximum impact.

Military Service

2019-2022

Staff sergeant in IAF, (classified unit):

- commander position
- analyze and design security defense Applications.



My portfolio

+972-54-6506231

Linkedin Profile

Address: Petah-Tikva Israel

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Languages

Hebrew - Fluent
Russian - Fluent
English - Advanced

Skills

UX/UI

Figma Adobe XD sketch
Balsamiq Maze

Web

Wix Lottie files Shopify
Elementor Webflow Haiku
Animator

Project Management

Asana Trello Monday
Notion

Graphic Design

Illustrator Photoshop
Premiere After Effects
Microsoft Office Canva
AI tools Lightroom

3D

Cinema 4D Spline
AI tools

Social media

Tik Tok Instagram
facebook LinkedIn

Education

2023

Course in Blink studio
designing, building 3D
animations,
and motion graphics.

2022

Screenbreaker course
advanced video editing
and photography.

2021-2022

New Media College
UI/UX 400 hour course.

2020

Open University
Educational Psychology
(one semester)