



TAL ROSENTHAL

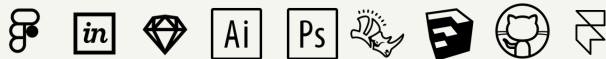
UX UI DESIGNER

I'm a resourceful problem-solver with a textile design background on a mission to create beautiful human-centered products that better people's lives. A Tel-Avivian based in Rotterdam.

SKILLS

- User-centered design, UX research, Information architecture, Wire-framing, Prototyping.
- Design Thinking Methodology, Agile framework.
- Usability evaluation and site redesign.
- Atomic design, Visual design, User-interaction design, UX copy.
- HTML, CSS (basic).
- English & Hebrew - Native, Dutch - A2.

TOOLS



Figma, Invision, Sketch, Adobe - Illustrator, PhotoShop, Rhino 3D, SketchUp, GitHub, Framer.

EDUCATION

UX UI Design Bootcamp

2020 | Full time, October - December
Ironhack, Amsterdam

Textile and Surface Design

2016 | BA Student exchange
Weißensee Kunsthochschule, Berlin

B.A. Textile Design

2013-2017 | Majoring in print
Shenkar - Engineering. Design. Art. Tel-Aviv

AWARDS, EXHIBITIONS & PUBLICATIONS

Stoffdruck International (group)

2018 | Handwekskammer Für München und Oberbayern, Germany

Paul Jackson's Cut And Fold Paper Textures

2017 | Variety of credited works

Azrieli Design Prize

2014-2015 | Excellent achievements

EXPERIENCE

2021-
Present **Freelance UX UI designer**
Tal Rosenthal Creative solutions

- **Studio Otherness** - Conducted user research, Competitor analysis, User flows, created a site map and wireframes for the new website for the expansion of QueerGym.
- **The Weekenders** - Used design thinking processes in helping startups define their product's MVP, Designed flows and prototypes for funding pitch
- **Lemur Creatives** - Production artist.
- Logo, web, and other graphic design solutions.
- UX copy and translating in English and Hebrew

2021-
Present **UX UI designer**
510 - an initiative of the Netherlands Red Cross

- Lead the redesign of the Helpful information app.
- Assisted creating and streamlining the design system used across 510's products.
- Conducted interviews and user testing.
- Applied insights to UX and UI on a variety of platforms and SaaS products.
- Collaborated with developers, product owners and a diverse group of designers.

2019 **Booking agent- Spoiled brat booking**

- Formed a roster of bands from Europe and Israel.
- Networked with professionals from the music and the event industry.
- Organized and negotiated event possibilities.

2017-
2020 **Basic chef - Various restaurants**

Work under pressure, team work and communication, Scheduling and managing staff

2016-
2017 **Front Desk Receptionist - The Rothchild Hotel**

Problem solving, Co-ordinating and advising High-End Clientele, Managing incoming bookings.

2012 -
Present **DJ**
Various venues and bars

2011-
2012 **Medic, Corporal**
Israeli defense force