

Eden Kadosh / Visual Designer

Devoted to both aesthetic excellence and functional design, I excel in brand identity, web, and UI projects. Juggling various responsibilities, I focus on delivering designs that resonate and leave a lasting impression.

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Freelance Experience

UI/UX Designer & Assistant Team Manager

March 2020 - 2023 (Present) • Remote

- **ReallyBrief:** Played a key role in shaping product strategy, conducting market/user research, designing user flows, assisting in project management, and coordinating user testing.
- **Revive 360 Renovations:** Implemented WordPress website, managed team and tasks, wrote UX copy, and created various visual & UI designs.
- **Plaque Direct:** Revamped e-commerce and shopping experience, boosting sales by 40% in initial months with implementation support.

Branding & Visual Design

May 2017 - 2023 (Present) • Remote

- **Metriko.Ai:** Developed the brand's design system; designed and maintained a library of components, created various data visualization assets and designed the full website.
- **Girit Alternative:** Refreshed brand with a revamped logo, website overhaul, and additional design library & assets.
- **Lipogen Natural Supplements:** Designed web and UI, created brand-aligned marketing materials and updated packaging.
- **Wake n' Bake -** Created branding & identity design; designed logo, merch, and storefront.
- **Airflows Chicago -** Enhanced branding and designed car wrap.
- **Chicago Locksmiths:** Designed storefront, created social media visuals, and various printed products.

Other Work Experience

ADTV Advertising Agency / Content Creator

Sep 2017 - Feb 2018 • On-Site

- Created and managed ad content for screens in luxury buildings across major Israeli cities; optimized for short-term exposure.
- Engaged with customers to clarify design choices and gather feedback.

Military Service - Israeli Air Force / Visual Designer

Jul 2015- Jul 2017 • On-Site

- Designed informational and interactive tools for technicians, students, and military officials in the Israeli Air Defense Force.
- Collaborated with programmers and 3D animators.

Software Proficiency

Adobe Creative Suite: Photoshop, Illustrator, After Effects, LightRoom

Figma

Monday.com

Slack

Education

Multimedia Designer / Certificate

Military training course for developing multimedia educational products using Adobe Suite.

Understanding Research Methods / Certificate

An online course by the University of London and SOAS University.