

# BEN PARIENTE

## Product (UX/UI) Designer & Visual Communicator

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### PROFESSIONAL SUMMARY

Highly ambitious Product Designer with over 5 years of experience in visual design and digital marketing. Specializing in creating end-to-end user experiences, from research and wireframing to high-fidelity prototyping. Expert in leveraging AI tools (ChatGPT, Midjourney, etc.) to optimize design workflows. Proven track record of managing complex design projects and driving user engagement through data-driven visual strategies. Dedicated to delivering pixel-perfect, user-centric solutions in the high-tech industry.

### PROFESSIONAL EXPERIENCE

#### Graphic Designer & Digital Marketer

Nahariya Community Center 2024 – Present

- Lead the visual strategy and branding for municipal campaigns and large-scale community events (e.g., "Extraordinary February").
- Design high-end marketing assets for social media, and print significantly increasing city-wide awareness and engagement.
- Manage multi-platform content creation, including professional video editing and execution of paid advertising campaigns.
- Provide design solutions for diverse departments, consistency across all touchpoints.

#### Freelance UX/UI Designer

VonoTeam 2023 - 2024

- Collaborated on major digital products, creating intuitive user flows and high-fidelity UI components for complex systems.
- Conducted user-centric research to align design decisions with both business goals and user needs.

#### Graphic Designer

Vzual 2022 – 2023

- Designed high-converting social media marketing assets and advertisements for various corporate clients.

#### Freelance Graphic Designer

Present – 2020

- Developed comprehensive brand identities for diverse businesses, from logo design to final production.
- Designed and launched the "Chavaya Al Arba" educational board game, taking it from concept to a retail product sold nationwide.

### SKILLS & TOOLS

- Design: UX/UI Design, Product Thinking, Design Systems Wireframing, Prototyping, Brand Identity, Typography.
- Software: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), CapCut, Captions.
- AI for Design & Productivity: ChatGPT (Prompt Engineering) Midjourney, Leonardo.ai, Ideogram, Gemini, Canva AI, Kling.
- Marketing: Digital Marketing, Social Media, Strategy (FB, IG, TikTok) Paid Campaigns, Content Creation.

### EDUCATION

AI for Graphic Design Excellence

- Tech Buddy Academy (2025)

UX/UI Design & Figma Specialization

- Netcraft Academy (2023)

Visual Communication & Branding

- 6B Studio (2020)

### SELECTED PROJECTS

(Available in Portfolio)

- **Waze Redesign:** Comprehensive UI/UX study focusing on visual hierarchy and the integration of a conceptual AI-driven navigation feature.
- **AllStar App:** End-to-end design of a national concert-booking platform, streamlining the ticket purchasing journey.
- **Kido App:** Designed a safe, supervised streaming interface specifically tailored for children and teenagers.