Hi, I'm Ravid *(Anorma Lee)*
AN ARTIST & DESIGNER

I do a lot of cool stuff, usually, I'm teaching UX and UI design, especially for mobile and web products. For the past few years, I worked for some of the most popular hight tech companies, and now I'm freelancing!

Skills

- UX Design
- UI Design
- Branding
- Teaching
- Photography
- Editing
- Animation
- Web Design
- PM
- Leading
- Illustration
- Social Media Marketing

Programs & Tools

- Photoshop
- Illustrator
- Figma
- XD
- InDesign
- Sketch
- Spark
- Canva
- After Effects
- Premiere
- Wix
- Webflow
- Elemntor
- HTML 5
- CSS

Languages

- English
- Hebrew
- Basic Russian

Social Media

- **LinkedIn**
- **Facebook**
- **Dribbble**
- **Instagram**

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Experience

Freelancer

UX & UI & Art Director & Artist January 2008 - Present

I mainly design mobile games\websites\mobile apps or illustrate and sculpt some artworks for music albums.

As a designer, I have worked with startups and various large companies - some of them are not even in the high-tech industry, so the design thinking that I developed from my past work experience helped me to express innovation in my design products over the years.

Mesh

Art Director May 2022 - August 2022

As an Art Director, I have Managed all the art departments of Mesh which is a cyber security start-up. I design the entire brand guidelines, and the design system of the product, and worked closely with different art and design studio to deliver the most hight quality results.

Limudey Hutz

UX & UI Design Teacher January 2022 - March 2022 (Freelace)

I had a wonderful opportunity to teach UI UX design through "Limodey Hutz"for my lovely country. The main goal was to help people overcome thechallenge of finding job while the Covid make it even harder.As part of the job I had 2 classes - Evening and morning class.
I teach them tools such as XD, Figma, Building portfolio with different platformslike Editor X by Wix, Webflow and more. UX & UI Design Teacher

SQLabs
Teaching UI and UX design and mentoring (Freelace) October 2021

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Beach Bum
Lead UI & UX Designer Lead UI & UX Designer Jun 2021 - Dec 2021

As a lead UX and UI Designer at Beachbum, I had the honor to work with a couple of brilliant artists and developers. I worked closely with the product managers and provided different UX and UI solutions for a variety of features. Some games are already in production (Rummy • Spades) and some are brand new. I Learned a lot about game design from each team worker. Now I'm moving to Hadera so I'm not working. need some time to get things done before I dive in again.

Netcraft Academy
Teacher (Freelace) October 2019 - January 2020

As a lecturer at Netcraft, my main goal is to lead students to independent design thinking, build their confidence as designers, and give them the tools they need to grow in the design industry.

As a designer, lecturer, and as teacher one of the most important things to me is to find the uniqueness that exists in each student and to help him emphasize what is special about him and differentiate him from other designers.

The fields that I'm teaching are Design principles, User interfaces, and User experience design for different platforms; Product characterization processes and branding from the first stages to the final polish, with an emphasis on different creative and productive approaches.

Greek Mythology Exhibition
Production, management, and sculpting March 2019

One day an artist in Netomedia suggests the Idea of a multiplayer exhibition I loved the idea and decided to take it a step forward and make it happen. I didn't really understand back then what kind of responsibility I'm taking on myself by this decision.
there were 13 exhibitors at the exhibition. the production taught me a lot about branding, online marketing, management of a team, and dealing with the stress of solving problems in the shorter deadline that I've ever had. I enjoyed it so much that I can't wait to produce the next one.

NetoMedia
Game Graphic and UI Designer March 2019 - Jun 2021

As a part of this cool group I've designed a verity of Casino Games, special features, and redesign existing games (clones) Most of the time I worked closely with the PO's, Game Designers, Developers, and Artists and the Art Director on one big project. I felt that Netomedia was a very educational experience for me. The art team always share their knowledge and taking courses together.

Android Academy
Lecturer March 2019

Android Academy is an Android development and design free course. I started there as a student and than I asked to teach the "design for developers" lesson. it was a two-hour lecture in front of 250 people. It starts with research and building a presentation that explains the design process to developers who never faced the design part of the product development before and for designers that didn't face the coding part of the development as well. After I formed the presentation, I performed a dry-ran with my family, friends, and the android academy team as well. I ended up with an exciting lecture that provided me some great feedback. Building the presentation, research, and the lecture itself helped me to fully understand some software and nuances that I felt I needed to sharpen and taught me other new things I didn't know.

Playtika

User Interface Designer April 2017 - August 2018

As a part of a product design team, I've designed a clean and intuitive UI forCaesars Casino app's features, with an emphasis on user experience. I'veCollaborated with PO's, Game Designers, Developers, and more - to provideunique product improvements which are based on smart and creative design'ssolutions. My daily routine varies from one design project to another. so it feelslike working for a Start-up but on a scale of an enterprise.

EZ Games

UX & UI Designer May 2016 - February 2017

I worked closely with product managers, illustrators, and the art director to define innovative design solutions for a slot machine app.

My works include:
- Create sketches, wire-frames, interaction designs, user interfaces, marketing materials, and lots of art graphics such as - logos, app icons, photo manipulations, and more.
- Worked in an iterative, collaborative environment while employing the scram development method.

Foodonet

UX & UI Designer December 2015 - June 2016

Fodonet is a social initiative aiming to reduce food waste. Foodonet developsa mobile platform that allows people to easily share their spare food. I join theteam to help to redesign the mobile app and to adjust it to IOS and Android.

Hive-Networks

Graphic and UI Designer September 2014 - August 2015

As a designer at Hive, I was part of a design team. As part of this versatile team, I have collaborated with a team of five programmers to offer improvements and create the UI's in order to deliver polished final products.
I have created and translated wireframes into web and mobile app designs using mainly Adobe software and created final mockups and style guides according to the requirements of the art director.
I have designed unique mobile apps and web materials, original graphic elements such as hundreds of original icons, advertisements for PlayStoreand AppStore, newsletters, and more. As a team player,

I have contributed ideas during numerous conceptual brainstorming sessions and prepared layouts in compliance with established templates and the latest design standards.

Beyond The Idea

Graphic Designer June 2014 - September 2014

As a graphic designer in one of Israel's largest providers of corporate recognition awards and giftware, I had the opportunity to work with some of the largest companies in the tech and defense industries. The meaning was - tight deadlines and very little room for mistakes. A part of my everyday work process at BTI was understanding the client's needs; developing concepts to match the client's requirements; creating custom designs and preparing those designs for printing on custom made plaques and glass/crystal/perspex trophies.

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