

RITA GRUBER UX/UI Designer

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📍 Tal-El, Misgav

ABOUT

The first phase of my career included leading integrative research projects and completing three academic degrees at the Technion, Israel Institute of Technology. When time was right, I decided to perform a career shift in order to fully focus my time and attention into creative graphic and web design. Last year I decided to specialize at User Experience Design as my main interest.

I believe my design thinking stems and benefits from my unique and diverse experience in these different worlds of content. I'm a fast learner and believe in data-driven design. I'm passionate to hear the needs and pains of customers in order to design a solution that truly makes a difference.

WORK EXPERIENCE

TAV Dental | Chief Graphic Designer 2018-2021

I designed, developed and launched 2 websites for TAV Medical and TAV Dental. I created all marketing materials: advertisements in magazines, brochures, packages and flyers. I was a member of the creative team, I was responsible for corporate video creative, international exhibition pavillion planning and designing all graphic material.

Yirka Business Portal | Graphic Designer 2017-2018

I designed marketing materials, logos, business cards, flyers, signs and banners for various small businesses. Daily maintenance and troubleshooting of the portal website.

Clalit Health Services | Head of Protein Electrophoresis Service 2012-2014

I led and coordinated the advanced molecular diagnosis of monoclonal gammopathies in the main clinical laboratory facilities of Clalit Health Services in northern Israel (Haifa). The position included advising doctors regarding the different tests and promoting clinical and research efforts in this field including lectures, conferences etc.

EDUCATION

Diploma in UX Design 2021
John Bryce College

Visual Communication Design for Interactive Media 2017-2018
Studio 6B

Ph. D. and PostDoctorate | Biology of the Cell 2005-2012
Technion - Israel Institute of Technology

Diploma in Fashion Design 2005
WIZO Haifa Academy of Design and Education

M. Sc Medical Sciences 2003-2005
Technion - Israel Institute of Technology

B. Sc Medical Laboratory Sciences 1999-2003
Technion - Israel Institute of Technology

SKILLS

Design & Prototyping

Persona

Wireframing

User Research

Usability Testing

TOOLS

Adobe XD

Figma

Axure (Basic)

Illustrator

Photoshop

InDesign

Invision

Elementor

LANGUAGES

Hebrew

English

Russian

RELOCATION

Australia 2014-2015

New Zealand 2015-2016

MILITARY SERVICE

Navy Intelligence 1997-1999