



MAYA BELOGORODSKY

UX | DIGITAL MARKETING

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PROFILE

I am an aspiring UX writer & designer with a passion for problem-solving, a workhorse mentality, and a healthy drive for excellence.

I am passionate about applying strategy, design, and analytics towards top-level user experience. I believe that the best way to grow is to learn continually, adapt to meet emerging challenges, and collaborate with amazing people - because the greatest achievements are always a team effort.

EDUCATION

- B.A - THE MULTIDISCIPLINARY ARTS PROGRAM
Tel-Aviv University
- VISUAL ARTS PROGRAM (300 HOURS PRACTICE)
Bezalel Academy of Arts And Design,
Jerusalem
- UX PROGRAM
Jump.in, Tel-Aviv
- SOCIAL MEDIA MARKETING
Atid Collage

SOFT SKILLS

- A flexible team player, with excellent people skills.
- Excellent written, verbal, and visual communication skills.
- Ability to quickly learn and adapt in fast-paced, highly interactive environments.
- Result-driven approach to challenges with strong attention to detail.
- Ability to deliver solid work on tight schedules.

references available upon request

WORK EXPERIENCE

SOCIAL MEDIA MARKETING AND BUSINESS CONSULTANT

2021- PRESENT (SELF-EMPLOYED)

- Execution of business performance data and operations analysis.
- Building online marketing strategies tailored to meet client goals.
- Designing the voice and tone of the brand, guiding the visual language.
- Planning and implementing customer journeys & brand engagement touchpoints.

ART PRODUCTION MANAGER

2019- PRESENT (SELF-EMPLOYED)

- Producing events from concept planning to launch day.
- Cross-functional work with talent, designers, PR, logistics crews and stake-holders.
- Risk management and ad hoc problem-solving under pressure.

ARTS & CULTURE MUNICIPAL COORDINATOR MITZPE RAMON

2017 - 2019

- Carried out annual work plans while meeting targets, deadlines, and budget goals.
- Developed and implemented fundraising channels to mitigate budgetary constraints.
- Led and participated in forums of collaborators to create continuous improvement of culture services.
- Submitted process optimization plans and engaged in problem-solving activities around internal and cross-department cooperation.

PROFESSIONAL SKILLS

- **Research and synthesis** - design research, user interviews
- **Solution design** - persona creation, storyboarding, wireframing, information architecture, user interface, interactive prototypes.
- **Microcopy** - designing the voice and tone of a brand, picking the right words to call for action or help in navigation.
- Proficient in visualizing concepts, research insights, and data.
- **Frameworks/systems:** Axure, Adobe XD, Figma, Adobe Photoshop, Adobe Aftereffects, MS Office, Canva, LucidChart, Facebook Business/Ads, Instagram business, Google Analytics, Wix.