

# Vered Berkovich Tsur

## UX Specialist

Tel-Aviv, Israel

Phone: +972-52-5277387

E-mail: vered.berkovich@gmail.com

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## Work Experience

### **Founder of CustomFunnyGifts** - Here's My [Store](#) **Covid-19 Unemployment Period | 04.2020 – Present**

- Competitive Research with a focus on Marketing & pricing strategy.
- Creating 260 different product designs and driven SEO descriptions.
- Product page optimization using tools such as Google Analytics.
- SEO - Keyword research followed by suitable content generation.
- Establishing a Facebook [fan page](#) with 993 followers to date.

### **UX Specialist** - Here's My [Portfolio](#) **San Interactive | 04.2016 – 04.2020**

- Managing all project's phases: Planning & Wireframing, design, and development.
- Providing user experience solutions with a focus on converting business and client requirements into UX deliverables.
- Designing interactive wireframes for online, mobile, and internal organizational systems platforms.
- Presenting deliverables to the clients in front of senior management and shareholders.
- Working with a variety of clients ranging from start-ups to public companies and enterprises.

### **Economist** **Negev Natural Gas | 03.2015 – 01.2015**

- Budget control, feasibility calculations & collection. Reporting to the company's CEO.
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## Education

- BA, Economics & Management, The Open University, 2009 – 2016
- Certificate, Digital Marketing Google, 2021
- User experience course, Netcraft Academy ,2015

## Technical Skills

- Sketch
- Axure
- Wordpress
- Google Analytics
- Google Consol
- Elementor

## Languages

- English – Full proficiency
- Hebrew – Native language