



Tel Aviv, Israel

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Barak Avidan

Product designer

Experience

Freelance Projects

Nov 2022 - Present

- Working as a freelance designer, consultant for various projects

Head of Design, Smore

Aug 2017 - Nov 2022

- Took part in Smore Leadership and played a pivotal role in shaping business decisions.
- Led Smore's design department, overseeing product design, marketing, and brand identity.
- Developed and executed design roadmaps to drive product innovation and visual consistency.
- Actively participated in front-end development.

Designer, Smore

Feb 2012 - Aug 2017

- Designed and improved product features in line with product definitions.
- Shaped brand identity and merchandise.
- Created effective marketing materials, including landing pages.

Education

Hadarim High-School, Hod Hasharon, Israel

Graduated 2008

Languages

Hebrew: First language | English: Fluent

Skills

FIGMA

PHOTOSHOP

ILLUSTRATOR

PHOTOGRAPHY

VIDEO-EDITING

SVELTE

FRONT-END DEVELOPMENT

TAILWIND

Links

[LinkedIn](#) | [Instagram](#)