

# Michelle Samora

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054.617.6360

## Education

2017 Netcraft Academy- User Experience Design

2010-2014 Hadassah Academic College- B.DES in Inclusive Industrial Design

## Achievements

2014 Awarded by the 'Manufacturing Association of Israel' for excellence for final project "Theraplay"

2014 Finalist in the Milbat design competition for "Theraplay"

## Work Experience

2015-2017 Anyvention- Industrial Designer

**Product design from creating conceptual ideas to product development**

- Conduct thorough research of users and market analysis
- Design of product from concept stage to prototype
- Design of CAD models

**Design of the company website**

- UX/UI Design for various products, including the company e-commerce site
- Create renders, illustrations and all graphic elements for the website
- Collaborate with developers in creation of company website

**Responsible for all company graphic material, product renderings and visuals**

- Design of business plans, client presentations, and brochures
- Photography and photo editing of the company's products

2014 Promarket 3D- Industrial Designer

- Conduct market research and analyze trends for the retail design sector
- Concept development for exhibitions
- Retail design for companies such as Osem, Oral B and Neviot
- Graphic design and renders

## Skills

- Adobe Photoshop, Illustrator, Indesign, Photoshop, lightroom
- Solidworks, Keyshot
- Rhino, Vray
- Axure
- Photography, photo editing