

# MAAYAN CALOO-LEVIN

## CREATIVE UI/UX DESIGNER



### SUMMARY:

I am an enthusiastic designer that loves Design, Typography, Technology, Information Design, Grids and White Space. I have excellent creative, conceptual, and critical thinking abilities. Solid foundation in Typography, Layouts, and Design.

### PROFESSIONAL SKILLS:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat  
Adobe After Effects  
Microsoft Office Suite  
Sketching  
Invision

### AFFILIATION

Art Director's Club

### AWARDS

GOI-MOD Employee of The Year | 2010

## WORK EXPERIENCE

### **Creative UI/UX Designer @ eXelate Media LTD, New York, NY**

04/2013– Present

Lead an integral part in product development, from detailed analysis, conceptualization, design, and prototyping. Adopt design based on user feedback, tech constraints and market dynamics.

Produce user requirements specifications, personas, storyboards, scenarios, prototypes, and wireframes. Creating visual storytelling and creating effective customer experience using a variety of communication channels.

### **Graphic Designer, Art Director, & UX Designer @ MC Graphics, New York, NY**

01/2009 – Present

Design and produce interactive web and print design for small businesses, corporate and government sectors. Execute a variety of print materials from brochures to packaging, illustrations, logo designs, and branding.

Solid understanding of intuitive site functionality, interaction, user interfaces, information architecture, and navigation. Manage and delegate responsibilities to other designers and provide directions. Team player with strong communication and presentation skills

### **Project Manager @ GOI MOD, New York, NY**

09/2003 – 10/202013

Prepare and modify reports, plans and transportation schedules. Observe the company standards for quality assurance and control. Participate in project scoping, fee estimating, proposals, interviews, and negotiations. Determine budgets, staffing, and progress billings. Submit documents to federal, state, local and military agencies for code compliance review. Obtain required export permits.

Evaluate the need for design changes and make appropriate recommendations.

## EDUCATION

### **Fashion Institute of Technology**

BFA, Graphic Design – 2013

AAS, Communication Design – 2010

Minor in Art History

Dean's List

### **School of Visual Arts Design**

iPad, iPhone, App Design

Independent Class

## INTERESTS



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