

KINNERET NETANEL

Visual Designer

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Tel-Aviv

ABOUT ME

I'm a Tel Aviv-based Designer with a decade of experience across SaaS platforms, startups, and digital agencies. My expertise spans UX/UI, product thinking, and brand identity - delivering elegant, user-centered solutions that drive both business goals and delightful experiences. I'm passionate about bridging aesthetics with usability and thrive in remote, agile environments.

TOOLS

- Figma
- Photoshop
- Illustrator
- InDesign
- Generative AI Tools

EDUCATION

Visual Communication Course
Kavim Academy

UX/UI Course
Create Academy

High School Graduation
Tichon Tel-Aviv

LANGUAGES

Native Hebrew
Fluent English

RECOMMENDATIONS

Will be provided upon request

WORK EXPERIENCE

Visual Designer @ Freelance

2024-Present

I collaborate with startups and businesses on product design and visual branding. I work end-to-end with clients, from brand identity to product design and marketing assets:

- Created branding packages: logos, brand guidelines, and visual language.
- Designed websites, landing pages, and digital products for web and mobile.
- Produced marketing assets: social creatives, presentations, pitch decks.
- Advised clients on design strategy, UX best practices, and visual storytelling.

UX/UI Designer @ GistMD

2022-2024

A health-tech startup improving patient engagement with personalized digital tools. My role was to design product experiences and create visual assets for the company's evolving needs:

- Designed interfaces for the SaaS platform and mobile screens.
- Constantly pushed for workflow improvements - initiated the move to Figma, established the Design System, and led a project making product usage data accessible to all employees.
- Visited hospitals and met with patients and healthcare professionals to understand treatment journeys, clinical workflows, and user needs.
- Created marketing assets: investor decks, exhibition graphics, social campaigns.
- Collaborated closely with product, engineering, and content teams to align on strategy.

Head of Design @ ADCORE

2016-2020

A global AdTech company developing SaaS products and operating an international digital marketing agency. I led the design efforts across product, branding, and marketing initiatives:

- Defined the company's brand identity and visual language.
- UX/UI design for multiple SaaS products, collaborating closely with developers.
- Designed web, mobile, and marketing assets.
- Produced visuals for conferences, events, and swag.