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🌐 /https://www.brookshir.com | **in** Shir Brooks | 📷 ShirBrooks1

Professional Summary

Creative and detail-oriented designer with 4 years of experience designing digital experiences that balance brand consistency, user experience, and business goals. Strong focus on building visual systems, marketing websites, digital products, and campaigns that tell a cohesive brand story across multiple touchpoints. Experienced collaborating with product, marketing and development teams to translate brand vision into engaging, scalable digital experiences.

Skills

- Marketing website design
- Visual storytelling & brand consistency
- Responsive web design & UI systems
- Strong typography, layout & attention to detail
- Cross-platform digital assets and campaign visuals
- Collaboration with marketing and product teams
- Tools: Figma, Adobe XD, Photoshop, Illustrator, After Effects

Work Experience

Brand& UX/UI Designer | Beta Group/Rimon Studio (2021 – Present)

- Led visual design for marketing websites, product pages, and digital campaigns, ensuring cohesive brand identity across all touchpoints.
- Collaborated closely with marketing, product, and development teams to translate brand and business objectives into digital experiences.
- Developed and maintained responsive web design and UI systems aligned with brand guidelines.
- Designed digital assets for social media, and campaigns, while keeping a consistent visual language.
- Applied UX sensitivity to optimize user journeys and interactions within brand-led experiences.

Junior Designer – Marketing Department

- Supported the marketing team in designing visual assets for social media, digital campaigns, and internal communications.
- Assisted in creating design concepts for product marketing pages and promotional materials.
- Collaborated with content and strategy teams to maintain visual consistency across digital touchpoints.
- Gained strong understanding of how design impacts engagement, conversion, and brand perception.

Art teacher | “Nitzanim” elementary school, Holon (2020-2021)

- Developed and implemented curricula, adapting to remote teaching during the COVID-19 pandemic.
- Designed engaging lesson plans fostering creativity and collaboration among students.

Education

• NetCraft | Product Design (Ongoing)

Developing skills in user-centered design, prototyping, and product development.

• B.Ed. in Design & Teaching Certificate | SMK College (2017-2021)

3D & Product Design Studies, Graphic Design & UX/UI Courses

• Full Matriculation | Kiryat Sharet High School, Holon (2012-2010)

Military Service

Medic & Event Manager | Israeli Air Force (2012-2014)

- Served as medic with the rank of sergeant.
- Managed emergency medical teams under pressure, ensuring efficient response

Volunteering & Achievements

- Participated in a humanitarian delegation to Tanzania, teaching English to children in extreme poverty
- Won 2nd place in a poster design competition in collaboration with the Israel AIDS Task Force
- Recognized for social excellence in high school
- Youth movement leader: managed teams, coordinated training and mentored young coordinators