Biata Sherman

GRAPHIC & UI/UX DESIGNER

Haifa, Israel | 050-7599760 | biatasherman10@gmail.com

Skills

- Visual Design & Branding
- Visual Communication & Storytelling
- Figma
- Adobe Creative Cloud (Photoshop & Illustrator)
- Claude Code, OpenAI Codex & AI Tools

Education

2025 – 2026

Graphic Design & UI/UX Program
Studio 6B

- Studied visual identity, typography, branding, digital design and user-centered design.
- Translated user research and design concepts into wireframes, prototypes and functional interface designs.
- Gained practical experience in branding, digital products and visual communication.

Languages

Hebrew — Native
English — Intermediate

Profile

Graphic & UI/UX Designer with a strong background in art and design. Passionate about branding, visual communication, and digital product design. Combining artistic creativity with analytical thinking and a user-centered approach to create clear, functional, and visually engaging experiences. Eager to transform complex ideas into impactful designs while exploring emerging technologies and AI-powered creative tools.

Design Experience

2025 – 2026 GRAPHIC & UI/UX DESIGN — ACADEMIC & INDEPENDENT WORK

Urban Oasis
Designed a hotel management dashboard integrating staff coordination, guest requests and operational tasks into a unified interface. Focused on simplifying complex workflows and improving information accessibility.

PenguGate
Designed an airport navigation app concept combining flight information, travel documents and airport navigation. Conducted user research and developed user flows, wireframes and interactive prototypes.

Let the Animals Live
Redesigned a nonprofit website to simplify the pet adoption journey, improve navigation and create a more engaging and accessible digital experience.

Cross Arava
Developed a cohesive visual identity for the Cross Arava project, creating a consistent brand language across posters, marketing materials, mockups and a landing page. Focused on typography, color systems, visual hierarchy and brand consistency across digital and print applications.

Professional Experience

2023 – 2026 | **Production Employee — Security-Sensitive Facility**

- Worked in a highly regulated environment requiring precision, confidentiality and adherence to strict procedures.
- Demonstrated responsibility, efficiency and teamwork in daily operations.

2020 – 2023 | **Combat Soldier — Israel Border Police (Magav)**

- Served in operational environments requiring discipline, teamwork and decision-making under pressure.
- Developed resilience, adaptability and a strong sense of responsibility.
- Currently serving as an active reservist.

2016 – 2020 | **Art Studio Instructor**

- Led creative workshops across various artistic techniques and disciplines.
- Guided participants through creative processes, encouraging artistic expression and independent thinking.