

Dudi Sitruk

Resume – CV

Education:

2017-2018 | Shenkar - Certificate Studies in UX/UI Design for Applications & Websites.
2005-2007 | ORT Hermelin College Associate Degree in Visual Communication Design.
1995-1999 | Shapira High School Full Matriculation, Graphic Design Major.

Additional Courses:

Photoshop – Image processing, retouching, and cutouts.
InDesign – Ad design, magazine, and booklet layout.
Illustrator – Vector design.

Professional Summary:

A project manager with over 16 years of experience in the advertising and branding industry. An expert in managing and leading projects in digital media and traditional marketing, from conceptualization to execution, while ensuring adherence to deadlines and goals. Experienced in working with both private and public sectors, managing teams, budgets, and cross-organizational tasks.

Key Skills:

Leading and managing branding and advertising projects.
Managing creative, development, and design teams.
UX/UI process planning and execution for digital projects.
Budget management and collaboration with suppliers and strategic clients.
Developing innovative solutions in digital marketing, advertising, and branding.
Experience working with government bodies, organizations, and leading companies.

Software & Work Environment:

General Applications: Word, PowerPoint
Professional Software: Photoshop, Illustrator, Flash, InDesign, XD, Animate, InVision, Axure, CSS, HTML, JavaScript, Zeppelin, WordPress

Military Service:

1999-2001 – Full service in the Nahal Brigade.

Additional Information:

Languages: Fluent in Hebrew (native) and proficient in English.
Creative, detail-oriented, and highly motivated to learn and develop in the design world.
Strong work ethic and excellent interpersonal skills.
References available upon request.



Brand Marketing
Product Designer UX/UI

DAVID SITRUK

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2018-2025 UX/UI Product Designer Studio T

Branding and design for various clients, including government offices, advertising agencies, and branding companies.
Designing mobile and responsive web applications.
Creating presentations, newsletters, banners, and UX/UI analysis for private clients.
Designing campaign materials such as folders, brochures, books, posters, catalogs, magazines, flyers, and logos.

2017-2018 Project Manager & Creative Director Art Director Yehoshua Advertising Agency

Managing creative aspects of advertising projects, including magazine and catalog design.
Leading projects for private sector clients and adapting branding to unique needs.
Overseeing UX processes and UI development for digital projects.
Branding and design for major clients such as Discount Bank, Yayinot Bitan, McDonald's, and more.

2015-2017 | Project Manager & Creative Director Art Director Bereshit Advertising Agency

Managing large-scale branding and advertising projects, including packaging and digital/print campaigns.
Developing advertising strategies and managing budgets.
Leading design and creative teams in cross-media projects.
Branding and designing for clients such as Osher Ad, Gad Dairies, Careline, and real estate companies, creating brochures, packaging, ads, newsletters, banners, etc.

2013-2015 | Graphic Design & Digital Project Manager Tambour

Branding and designing packaging, ads, advertising campaigns, exhibitions, landing pages, and banners.

2008-2013 | Senior Graphic Designer & Project Manager Government Advertising Agency (LAPAM)

Managing digital branding projects for government ministries.
Collaborating with government entities, managing suppliers, and overseeing creative work processes.
UX/UI design for government websites.
Branding and advertising campaigns for clients such as the Ministry of Tourism, Bank of Israel, National Road Safety Authority, National Insurance Institute, Ministry of Health, and others.
Designing ads, brochures, exhibition materials, newsletters, banners, and print/digital assets.