

Bar Karako

UX/UI Designer & Website Builder

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054-2250902



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About

UX/UI designer with a product mindset and strong background in SEO, digital strategy, and visual communication. I create clear, intuitive interfaces that balance user needs with business goals. Experienced in web and mobile design, responsive systems, and cross-functional teamwork. Passionate about improving user journeys, efficiency, and impact through thoughtful design.

Skills

UX/UI Design: Figma, user flows, wireframing, prototyping, responsive design

Visual Design: Photoshop, Illustrator, InDesign, design systems

Web Tools: WordPress + Elementor, HTML & CSS (basic)

Analytics: GA4, Google Search Console

Soft Skills: Communication, teamwork, creative problem-solving, deadline management

Experience

Freelance UX/UI Designer

2025–Present

Self-Employed

- Designed and built responsive websites for small businesses, from concept to launch.
- Created style guides, design systems, and SEO-ready layouts in Figma and WordPress (Elementor).
- Managed full client process – from needs analysis and UX planning to visual design and implementation.

Visit my website: <https://bkarako.com>

SEO Specialist & Client Manager

2022–2024

Rankey – SEO & Digital Marketing Agency

- Led website and UX optimization projects for clients across various industries.
- Collaborated with designers, developers, and content teams to align SEO with user experience.
- Integrated AI tools into workflows to boost efficiency and creativity.
- Managed WordPress & Elementor updates, content structures, and performance reports.
- Created internal documentation and trained new employees on tools and processes.

Education

UX/UI Graphic Design Course

2024–2025

HackerU

User-centered design, research, wireframing, prototyping, and responsive product design.

Tools: Figma, Photoshop, Illustrator, InDesign | Familiar with: After Effects, HTML, CSS

B.A. in Media, Communication, Advertising & Marketing

2019–2022

The College of Management Academic Studies – GPA: 89.5

Focused on branding, marketing strategy, audience research, and storytelling.

Languages

Hebrew – Native

English – High proficiency

Military Service

Basic Training Commander | 2015–2016

Led new soldiers through training, discipline, and team development.