



Hey! 🙌  
I'm **Gal Rokach!**

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## Experience

### Product Design Internship / **Paylow**

2023

- **Led** the design of app login screens and prototypes, using iterative testing to create a seamless user flow.
- **Designed** compelling marketing banners that contributed to improved communication strategies.
- **Optimized** visuals and content, boosting clarity and engagement.

### Web Developer & Designer / **Freelancer**

2021 – PRESENT

- **Possess** a deep understanding of web design principles and development best practices, adeptly crafting user-centric WordPress websites.
- **Utilize** AI for coding HTML, CSS, JavaScript to customize themes, plugins, and build bespoke functionalities, ensuring optimal website performance.
- **Responsive** Design – ensures websites translate seamlessly across all devices and screen sizes for optimal user experience.
- **Integrated** MailChimp, Google Analytics, Facebook Pixel for seamless marketing & user experience.

### Business owner / **Pasta2table**

2021 – PRESENT

- **Design**, Build and implemented a user-friendly e-commerce platform for a store, featuring secure payments, efficient inventory management, and advanced technology.
- **Implemented** strategic marketing initiatives that resulted in substantial sales growth and a customer base exceeding 450 clients.
- **Created** a modern and engaging brand design for the website, ensuring an enjoyable and seamless online experience.

## About me

Highly motivated 26-year-old with strong teamwork skills. Thinks creatively and solves problems efficiently. Self-learner with a passion for technology learning. Enjoys sports activities like tennis and running.

## Education

### **Reichman University (IDC) / BA**

Business Administration & Entrepreneurship

2021 – 2024

### **Google Career Certificates**

UX Course

2023

## Skills & Languages

### **Skills:**

Figma · Illustrator · Photoshop · WordPress · User flows · Wireframes · Mock ups · User testing · Style Guides

## Achievements

### **Momentum Accelerator**

We won 2nd place out of 20 teams for developing a solution to prevent scams and fraud of event tickets.

2023

### **Entrepreneurship School**

Won 1st place in the bi-annual venture competition.

2023

## Military Service

### **Gadsar Nahal / IDF**

“Palhan Nahal” elite infantry brigade

2016 – 2019

## Other

### **Hapoel Kfar Saba football club**

Football player

2007-2016