

LENNY ABERGEL

Multidisciplinary Design and Education Student

CONTACT

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PERSONAL DETAILS

Tel - Aviv Yaffo

Date of Birth: 12.11.2001

Place of Birth: Paris, France

SKILLS

- Creative thinking and conceptual development.
- Task management and meeting deadlines.
- Strong personal responsibility and decision-making skills.
- Excellent interpersonal communication.
- Proficiency in digital design, UX/UI, and branding.

TOOL KIT

Figma

Wix

InDesign

After Effects

Adobe Photoshop

Adobe Illustrator

LANGUAGES

Hebrew (native), French (native)
English.

WORK EXPERIENCE

Digital Content & Marketing Manager

Lobaiy and Hoshen Electric & Lighting | 2022 – Present

- Designed and built two successful e-commerce websites using the Wix platform, tailored to the needs of two distinct retail businesses.
- Improved the website structure and user experience with a focus on intuitive navigation and seamless online ordering.
- The websites generate consistent orders and revenue, serving as key sales channels for both businesses.
- Manage daily operations of the websites: content updates, SEO optimization, promotions, and performance monitoring.
- Developed a full digital marketing strategy, integrating the websites with social media campaigns and other advertising channels.

EDUCATION

B.Ed.Des in Design and Education, Seminar HaKibbutzim, Tel Aviv | 2022 – Present (3rd Year)

- Studying Visual Communication with a focus on UX/UI.
- Weekly teaching internship at Herzog High School (Holon) with 10th–12th graders and students with special needs, assisting them in developing their design projects.
- Specialized in intuitive interface creation and user-centered experience design.
- Hands-on experience in branding, logo design, UI/UX planning, prototyping, and interactive design.
- Strong foundation in both digital and print media.
- Developed additional skills in motion design and video art.
- Studied illustration, concept development, and explored fundamentals of graphic and industrial design.

Full Matriculation Diploma, Alliance High School – Tel Aviv 2019

- Advanced-level subjects: French, Psychology & Sociology.

MILITARY SERVICE

Military Service, Israeli Navy | 2019 – 2021

- Naval Control Operator, later promoted to Shift Manager and Supervisor.
- Led a team of control operators, managed communication and situational response
- Demonstrated leadership, responsibility, and decision-making under pressure.

VOLUNTEERING

Scout Youth Movement Instructor | 2016 – 2019

- Led and mentored dozens of youth, including members with special needs.
- Coordinated group activities and educational programs.