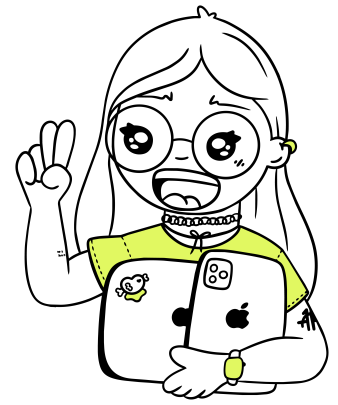


EDEN JEROCHIM

VISUAL DESIGNER & ILLUSTRATOR

Visual Designer & Illustrator with 6 years of experience across UI/UX, illustration, branding, and digital design. Passionate about creating playful, character-driven visuals that bring ideas and brands to life.



CONTACT

Ashdod, Israel
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+972 50 626 6178

LINKS

PORTFOLIO
www.edenjerochim.com
PAWS & PALETTE
pawsandpaletteworld.com

SKILLS

UX/UI & PROTOTYPING
Figma, Adobe XD, Zeplin, Miro

ILLUSTRATION & GRAPHICS
Illustrator, Photoshop, Procreate, InDesign

MOTION & VIDEO
After Effects, Premiere, Bodymovin, LottieFiles

BRANDING & CONTENT
Branding, Content Creation, Copywriting

AI & CREATIVE WORKFLOWS
ChatGPT · Claude · AI-Assisted Ideation & Copywriting

WORKFLOW
Jira, Monday

LANGUAGES

Hebrew Native
English Fluent

EDUCATION

HIT – Holon Institute of Technology

Nov 2016 – Aug 2020
Bachelor's in Visual Communication
Specialization in UX/UI Design

EXPERIENCE

Paws & Palette

Dec 2025 – Present

Founder & Illustrator

- Founded and independently manage a creative brand specializing in original illustrations, coloring books, and illustrated merchandise.
- Lead branding, character design, product development, copywriting, and the design and management of the e-commerce website.
- Oversee in-house production, packaging, order fulfillment, and direct-to-consumer sales.
- Create and edit social media content, tutorials, and live streams, growing an engaged creative community across TikTok and Instagram.

Harel Insurance & Finance

Apr 2023 – Dec 2025

Freelance UI Illustrator

- Created approximately 1,000 illustrations for digital insurance products, maintaining a consistent and recognizable visual language.
- Translated complex insurance concepts into approachable, character-driven visuals across multiple product categories.
- Collaborated with UX/UI teams to develop scalable illustrations aligned with the company's digital design system.

MINT

Oct 2021 – Jan 2023

UX/UI Designer

- Designed user interfaces for web and mobile applications, collaborating with multidisciplinary design and development teams.
- Created visual assets, animations, and interactive elements to support digital product experiences.
- Supported design-to-development handoff, visual QA, and iterative improvements within Agile workflows.

ONE PROJECT by Azrieli

Jul 2021 – Oct 2021

Marketing & Motion Designer

- Designed digital marketing assets and e-commerce visuals in collaboration with the creative team.
- Developed motion graphics and animations to support brand communication and digital campaigns.