
MIRIAM ALSTER

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EDUCATION

User Experience and User Interface Design

Netcraft Academy, Israel
2022 - 2024

Photojournalism Degree

Nordic School of Photography, Sweden
2006 - 2008

Master International Marketing and Brand Management

Lund University, Sweden
2001 - 2005

International Marketing

HÉC Montréal (Hautes Études Commerciales), Canada
2004

SKILLS

User Interface Design
User Experience Design
Web Design
Concept Development
Prototyping
Wireframes (Hi-Fi & Lo-Fi)
Responsive Design
Visual Hierarchy Principles
Storytelling
Photography

LANGUAGES

English, Swedish – *Native*
Hebrew – *Fluent*
Polish, French – *Intermediate*

PROFILE

Award-winning creative with a decade-long background in photojournalism, specializing in creating visually compelling and user-centric experiences, to drive impact and action, from concept to execution.

EXPERIENCE

August 2024 – to date

FREELANCE

Web- and Product Design

- UI design of an AI-powered software system in development.
- Designed and implemented responsive, user-centric website, ensuring functionality, accessibility and alignment with brand values.
- Developed brand identity, including logo creation, typography, and color schemes, aligned with client visions and target audience.

June 2024

SAPIENSHIP LAB

UX/UI Quality Assurance

- UX/UI consulting on an educational project in development- landing page and online computer game.

2008 - present

FLASH90

UX/UI Designer May- September 2024

- Collaborated with external agency to re-design company website, using UX research, wire-framing and prototyping.

Photojournalist & Photo Editor 2008 to date

- End-to-end work in visual storytelling.
- Covering breaking stories as well as researching and documenting in-depth societal projects.
- Managing and editing across the company's pool of photographers' images, in real time, with strict deadlines.

International Sales Manager 2014 to date

- Client relationship management from contract to on-going engagement.

2017 - 2023

KUCHINATE WOMEN'S COLLECTIVE

In-house photographer

- Creating visual campaign material for social media marketing.
 - Collaborating on art exhibitions.
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AWARDS AND EXHIBITIONS

2nd place singles "Edut Mekomit", Eretz Israel Museum, Tel Aviv 2021
2nd place series "Edut Mekomit", Eretz Israel Museum, Tel Aviv 2016
Picture of the Year "Edut Mekomit", Eretz Israel Museum, Tel Aviv 2013
Exhibition "We were all once Refugees", Nulubaz Gallery, Tel Aviv 2018