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# MIRIAM ALSTER

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[www.miriamalster.com](http://www.miriamalster.com)

miriamalster17@gmail.com

+972 54 628 4634

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## EDUCATION

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### 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

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## SKILLS

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

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## LANGUAGES

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

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## PROFILE

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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.

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## EXPERIENCE

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### February – May 2025

#### MODULIGHT BIOTHERAPEUTICS (Freelance)

##### Branding and Web Design

- Developed a cohesive brand visual language that reflects the company's mission, values, and target audience.
- Designed responsive, user-centered website aligned with brand identity.

### August 2024 – to date

#### FREELANCE

##### Web- and Product Design

- Designed and implemented responsive, user-centric websites, ensuring functionality, accessibility and alignment with brand values.
- Developed brand identities, including logo creation, typography, and color schemes, aligned with client visions and target audiences.

### June 2024 – March 2025

#### SAPIENSHIP LAB (Freelance)

##### UX/UI Designer

- 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 and 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.
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## AWARDS AND EXHIBITIONS

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**2<sup>nd</sup> place singles "Edut Mekomit"**, Eretz Israel Museum, Tel Aviv 2021  
**2<sup>nd</sup> 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