

Yuval Cohen

Product Designer

Tel Aviv

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Skills

UX&UI design

User research

User flows

Wireframing

Design system

Prototyping

Web design

Mobile design

Design Tools

Figma

Adobe XD

Adobe After Effects

Adobe photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe Audition

Wix

HTML & CSS

Blender 3D

Languages

Hebrew - native speaker

English - high level

Carries a security
classification-Level 2

About

Curious about people, their pain points, and their desires. Loves conducting in-depth research, solving problems, and providing creative solutions.

Passionate about podcasts exploring the human soul and psychology, enjoys long evening walks, and constantly seek out the best cafe in Israel.

Experience

Website Design

10.2023-11.2023

Side project- Designing a website to serve as the online identity for a branding and strategy company.

Visual Designer-Rafael

10.2021-10.2023

In the third and fourth years of my studies, I had the opportunity to work as a student in the design studio of the "Rafael" company. This role involved a wide range of responsibilities, such as branding, presentations design, animations, and design for social networks. Through this experience, I honed crucial skills in client interaction, multitasking, and effective teamwork.

Education

WIZO Haifa, Visual Communication Degree

2019-2023

I developed skills in building a concept, understanding briefs, composition, and typography. Choosing to specialize in UI/UX studies, I delved into market and user research, architecture, wireframes, storytelling, and microcopy.

HIT Holon, preparatory program

2019

I learned to express messages, give and receive critiques, nurture creativity, and use various manual techniques.

10 units in graphic design and art

In my major, I explored product design principles and the history of design and art. I began experimenting with logo, poster, and packaging design, while also improving my sketching and drawing skills.

Military Service

Commander and observer

A challenging role requiring constant vigilance, decision-making under pressure, and long shifts. As a commander, I earned two distinctions from the highest ranks.