



TAL COHEN

UX / UI Designer

Contact

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 054-5515241

About

I'm a product designer focusing on user experience, visual & interactive design. I consider myself a self motivated person with experience as a digital and graphic designer. My great goal and incentive is to make the customer satisfied by using all the resources at my disposal.

Skills

Tools

Adobe Photoshop
Adobe Illustrator
Adobe XD
Figma
Elementor
Wix
WordPress
Invision

Personal

Responsible
Team player
Project management
Fast learner
Goal-directed
Design thinker
Hard worker

Languages

Hebrew
Native

English
Fully proficient

Education

UX / UI App & Web, Interactive Design, Diploma

Holon institute of technology

Graduated in 2020

Communication and Management, B.A degree

The college of management- school of media studies

Graduated in 2010

Work Experience

Account Manger & Graphic Designer | STYLE LTD.

2019- Present

I work in the marketing department in charge of various customer loyalty clubs.

My responsibilities included:

- Management of several customer loyalty clubs by planning yearly gantt, customer journeys and marketing automations using Zapier. also includes design of marketing materials as newsletters, SMS and landing pages.
- Design and maintenance of STYLE's portfolio site using Elementor Page Builder.
- Responsible for social media and site's blog updates on a weekly basis, include marketing posts on Facebook and LinkedIn
- Creating promotional and branding materials for the marketing department, such as presentations, monthly newsletters, graphic materials for social networks

Web Content Manager & Web Designer | Foodbook

2015- 2018

I worked in the internet department as a web content manager .

My responsibilities included:

- Ongoing content updates of restaurant sites and menus, maintained the company portal included Improvement and efficiency of the restaurants SEO, using WordPress Site Platform
- Design customized websites for the restaurants include ordering system using Wix Websites Builder Platform
- Providing full professional technical support for customers

Military Service

Sergeant of systems for detecting and intercepting aircraft

Staff sergeant, Air Defense Command, Israeli's Air force

2003