Liron Saka UX/UI Designer

🌐 Portfolio **lironsaka.com**

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in Liron Saka

Summary

I'm a designer with a deep passion for design strategies that **motivate users to take action**, sleek intuitive user experience designs, **pixel perfect** and **typography**. I strive to **meet user needs** and behaviors and align them with **client business needs**.

My strengths are my **creativity**, branding around a concept and designing products with a focus on user experience design using **user research**. I understand user needs and create personas, **pay attention to the details** but also look at the big picture and bring ideas to the table.

Work Experience

UX/UI designer | Pilates App 2021–2022
Designing a Pilates app for training Pilates instructors. Researching the topic and conducting an interview with a client, designing an experience that influences the psychology of the user, creating a wireframe and customising a design and graphic language.

Graphic designer | Time Out Tel Aviv magazine 2019–2021
Graphic designer in the commercial department.
Design of advertisements and marketing content for the magazines "AT", "Time Out Tel Aviv", "The Table" and "Atmosphere" (EL AL).
Design and branding of boutique events, the food awards ceremony, the fashion awards ceremony and other boutique brands. Design of surprise boxes Vip Box, Beauty Box and banner design for websites. Use of Photoshop and Indesign.

Education

UX UI Course | New Media College 2021
An advanced course for experienced designers covering innovation and trends, psychology of users, customer requirements and characterization, user research, design concept creation, design principles, responsiveness, research, and usability testing. Works with XD and FIGMA programs.

Practical Media Design Engineer | Avni Institute 2015–2018
Studied media design where I studied design concept, brand design, user experience, website and application design, Photoshop, Illustrator After Effect, Indesign, Premiere, Animate, Maya, Html, Css. After passing the MAHAT exams and submitting a final project, I received a Certificate of Excellence.

B.A. in Humanities | Open University 2017–2021
with a concentration in Art and Film History.

Course Java | She Codes 2019–2020

Military Service | Intelligence Corps 2013–2015

Responsible for designing a military notebook that was distributed weekly to the highest levels.

Softwares

- Xd — Xd
- Figma
- Sketch
- Ai — Illustrator
- Ps — Photoshop
- Ae — After Effect
- Id — Indesign
- Pr — Premiere
- An — Animate
- Maya
- Java
- </> Html
- Css

Languages

Hebrew Fluent
English Working Professional