**Liron Saka** UX/UI Designer
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# SummaryI am an experienced **UI/UX designer** with a talent for creating exceptional **digital products**. My ability to excel in **stage start** and deliver exceptional **service** to clients sets me apart. I am skilled in creating **accurate wireframes** and applying **UI principles** in an **agile environment**. Consistency in **visual design elements**, material, and technology is key to achieving the **overall goal** of any project. Overall, I am passionate about delivering exceptional service and high-quality designs to clients.

# Work Experience

UX/UI designer | Pilates App 2021-2022

As a UX/UI designer, worked on the Pilates App project. Conducted extensive research on the topic, interviewed the client, and designed an experience that influences the psychology of the user. Created wireframes and customized design and graphic language to meet the requirements. Skilled in using programs such as XD and Figma to deliver exceptional results in digital product design.

Graphic designer | Time Out Tel Aviv magazine 2019-2023

As a graphic designer for Time Out Tel Aviv magazine, primarily worked in the commercial department. Responsible for designing advertisements and marketing content for publications such as "AT", "Time Out Tel Aviv", "The Table", and "Atmosphere" (EL AL). Also designed and branded boutique events, including the food and fashion awards ceremonies, and worked with other boutique brands. Designed surprise boxes, as well as banners for websites. Utilized tools such as Photoshop and InDesign to deliver high-quality designs.

# Education

UX UI Course | New Media College 2021-2022

Completed an advanced UX/UI Course at New Media College. Covered innovation and trends, psychology of users, customer requirements and characterization, user research, design concept creation, design principles, responsiveness, research, and usability testing. Utilized XD and FIGMA to develop new skills.

Practical Media Design Engineer | Avni Institute 2015-2018

Completed media design studies, focusing on design concepts, brand design, user experience, website and application design, and mastering various design software including Photoshop, Illustrator, After Effects, InDesign, Premiere, Animate, and Maya. Achieved a Certificate of Excellence upon passing the MAHAT exams and completing a final project.

B.A. in Humanities | Open University 2017-2023

B.A. in Humanities with a concentration in Art and Film History from Open University between 2017-2023.

Military Service I Intelligence Corps 2013-2015

Designed a military notebook for the highest levels as part of military service in the Intelligence Corps from 2013-2015.



Softwares

Figma

Sketch



XD

Photoshop

Illustrator

InDesign

After Effect

Premiere

Maya

Java

Html

CSS

# Languages

Hebrew -Fluent

English -Working Professional