

# Ziv Cohen

## UX/UI & Graphic Designer

My Portfolio

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Tel-Aviv

### About me

A passionate designer who loves solving user problems through research and creativity.  
A dedicated team player, determined to learn, work hard, and grow professionally

### Work experience

#### Freelancer, owner of "Ziv.cha"

OCTOBER 2022 - PRESENT

- Created gifts based on digital illustrations
- Collaborating with clients to craft cohesive brand identities - print and digital platforms

#### Restaurant manager Beina, Tel Aviv

JUNE 2023 - NOVEMBER 2024

- Lead, train, and manage a team of employees
- promoting a positive work environment

#### Recruitment coordinator, Electra target

JUNE 2020 - OCTOBER 2022

- Conducted online interviews for candidates and guided them through the process
- Assisted in establishing the COVID-19 testing network in collaboration with the National Emergency

#### IDF

APRIL 2018 - APRIL 2020

- Manage the unit's budget
- Supported soldiers from special populations

### Skills & Tools

Figma

Adobe Illustrator

Adobe Photoshop

Procreate

Axure

Canva

HTML

CSS

Graphic design principles

User research

Prototyping

Wireframing

Usability testing

### Education

#### Netcraft academy - Product design diploma

OCTOBER 2023 - JANUARY 2024

- Specializing in Figma, user research, UX/UI design, and digital interface design

#### Shenkar college - Graphic design

DEC 2021 - JUNE 2023

- Design fundamentals, art history, branding, audience targeting, print design, Typography, Color theory.

#### Ben Gurion high school

2014-2017

- Full high school diploma with specialization in Psychology and biology

### Volunteering

OCTOBER 2022

- Volunteered at an elementary school delivering educational content and renovating the school facilities
- Raised awareness about the COVID-19 pandemic among the local community.