


UX/UI DESIGNER

Hello, I'm Moran Shachar Meir.

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EXPERIENCE

2021 - 2023

"DNA" / UX/UI Designer

As a UX/UI Designer at DNA, my focus centers on crafting useful and elegant digital experiences. I ensure seamless and user-friendly designs that resonate with our target audience's unique needs, executing implementations across platforms like websites, customer journeys, newsletters, and landing pages. My role encompasses:

- Identifying UX issues and proposing effective design recommendations.
- Creating visually appealing and intuitive user interfaces.
- Leading a comprehensive design setup, establishing a cohesive visual language, and maintaining a design system for digital consistency.
- Creating digital campaigns.
- Collaborating with marketing teams for brand alignment.

2018 - 2020

"TASC Consulting & Capital" / Graphic Designer

- Company's head graphic designer - digital, print, presentations, and marketing content.
- Taking part in rebranding of the company - create a new visual language.
- Working with all sectors of the company, as well as with the company's clients, including government ministries and large private companies.

2012 - 2017

"Afcon Holdings Group" / Web Interface Designer

- Leading big projects from the planning stage until execution.
 - Implementing systems at the client's workplace, working with multiple and complex interfaces, providing both
 - frontal and telephone service.
- Individual work with big clients like: Tel-Aviv Stock Exchange, Jerusalem Municipality, Ben Gurion Airport, Israel Institute for Biological Research.

EDUCATION

2020

Create

Diploma in -
User Experience Design

2014 - 2015

John Bryce

Design Fundamentals of
Websites and Mobile
Applications

2006 - 2010

HIT - Holon Institute of Technology

B.Design, Visual
Communication Design

SKILLS SOFTWARE

Figma
Photoshop
Illustrator
InDesign
Axure

SERVICE MILITARY

2000 - 2002

Sergeant - Full military
service and two months
of permanent service,
NCO adjutancy corps.

LANGUAGES

Hebrew - native
English - high level