Keren Motcheri

Product Designer

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in My linkedIn
🌐 **My Portfolio**

I'm a creative and detail-oriented designer with a background in photography, visual thinking, and leading independent projects. My experience with clients and my military work in visual map graphics strengthened my analytical skills and ability to turn complex information into clear solutions. I'm now seeking my next role as a **UX/UI Designer / Product Designer**, combining my aesthetic eye and analytical.

My Projects

Effi Power (Save Power) l **The 5AM Club** (Wellness) l **DigiCup** (Café)
End-to-End UX/UI Design

- Researching users and analyzing competitors to define needs and pain points.
- Designing user flows, wireframes, and prototypes.
- Building data-driven design decisions through usability testing and iteration.
- Creating intuitive UI designs focused on clarity, accessibility, and consistency.

Military Service

Aerial Imagery & Graphic Mapping Operator
Israeli Military Intelligence - Unit 9900 (2014-2016; Reserve service until 2021)

- Producing visual intelligence map graphics using aerial imagery and GIS tools.
- Analyzing data and user needs to deliver accurate visual outputs.
- Training new soldiers and leading operational projects under tight deadlines.

Work Experience

Freelance Photographer
Self-Employed (2020-Present)

- Conducting market research, defining client goals, and planning creative concepts that align with each brand's identity.
- Applying advanced knowledge of composition, color theory, and visual hierarchy to create impactful imagery.
- Delivering final products through meticulous editing in Adobe Lightroom and Photoshop, maintaining long-term client relationships and repeat business.
- Coordinating and directing with multiple teams to ensure high-quality results.

Assistant to the CEO
SUN AVIV LTD (2023-2025)

- Managing complex projects to ensure timely, high-quality results.
- Collaborating with marketing and recruitment teams on creative campaigns.
- Handling multiple tasks efficiently in a dynamic, fast-paced environment.

Office Manager & PA to CEO
CTI Solutions (2022-2023)

- Managing office operations, supplies, welfare, and confidential tasks.
- Providing administrative and calendar support to the CEO.
- Handling procurement processes and daily work with external service portals.

Education

Codesinger 2023-2024
UX UI Designer

Studio Gavra 2019-2021
Photography

High School 2010-2013
Art & Sociology

Skills

- Wireframing
- User Research
- Usability Testing
- Prototyping
- Complex System
- Competitor Analysis
- Design Systems
- User Interface Desing
- User Flows
- Desing Thinking
- Persona Creation

Tools

- Figma
- Illustrator
- Photoshop
- Lightroom
- Premiere
- Google Workspace
- Chat GPT
- Gemini- Nano Banana
- Adobe Firefly

Languages

- Hebrew- Native
- English- High level