



Keren Motcheri

Product Designer

☎ 050 580 9039

✉ kerenmotcheri@gmail.com

🌐 [My Portfolio](#)

About Me

I'm a highly motivated person with top notch people skills and a passion for learning new things, With a background in photography and management. Among my other valuable skills are my creativity, my ability to work well under pressure. I'm looking for my new challenge as a **UX UI Designer / Product Designer**.

Education

Codesinger 2023-2024

UX UI Designer

Studio Gavra 2019-2021

Photography

Skills

- UX/UI Design
- Wireframing
- User Research
- Usability Testing
- Prototyping
- Complex System
- Competitor Analysis
- Design Systems
- User- Centered Design
- User Interface Desing
- User Flows
- Notion Desing
- Desing Thinking
- Persona Creation
- Responsive Design
- Data-Driven Design
- User Journey Mapping

Tools

- Figma
- Illustrator
- Photoshop
- Lightroom
- Premiere

Languages

- Hebrew- Native
- English- High level

Projects

Effi Power (Save Power) | **The 5AM Club** (Wellness) | **DigiCup** (Café)

End-to-End UX/UI Design

- Researching users and competitors to identify needs, pain points, and opportunities for improvement.
- Designing user flows, wireframes, and visual interfaces in Figma to craft clear, intuitive experiences.
- Creating UI designs focused on usability, consistency, and measurable impact through testing and iteration.

Work Experience

Freelance Photographer

Self-Employed (2020-Present)

- Providing photography services for a variety of clients, including portraits and product photography.
- Editing photos using Adobe Lightroom and Photoshop, ensuring high-quality final images.
- Managing client relationships, from initial consultation to project delivery.

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)

- Handling office maintenance, supplies, welfare, and maintaining a high level of confidentiality.
- Personal Assistant to the CEO of the company.
- Daily work with portals of external interfaces regarding orders and payments.

Military Service

Aerial Photography Systems

IDF (2014 - 2016)

Led classified operations, gained GIS expertise, and instructed training courses.