

Tal Cohen

Product Designer (UX/UI)

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Work Experience

- **2024 – Present**
Product designer / Freelance
Led end to end UX/UI projects for enterprise clients.
Identified user needs and translated them into intuitive product solutions.
Designed user flows, wireframes and high fidelity interfaces.
Simplified complex processes into intuitive, user centered experiences
- **2021 – 2024 (3 years)**
Product Designer / Moxie By Aman
Led end to end UX/UI processes for B2B and enterprise clients, conducted user research and identified key pain points in complex systems.
Designed user flows and simplified multi step processes into intuitive experiences.
Developed design systems and scalable UI components.
Collaborated with product managers and developers to deliver user centered solutions
- **2020 – 2021 (1 year)**
Digital Designer & Web designer / Super Pharm
Improved website usability and user navigation.
Identified usability issues and optimized user journeys
- **2019 – 2020 (1 year)**
Digital designer / TBWA company
Landing pages & Newsletters for desktop & mobile devices

Education

- **2015 – 2018 (4 years)**
WIZO Haifa Academy of Design and Education
B.Ed.Des: Graphic Design & Teaching Certification

Skills

- **UX & Product:**
User Research & Usability Testing
User Flows & Journey Mapping
Wireframing & Prototyping
Design Systems
Data-driven Design
- **UI & Visual Design:**
Creative Design & Layout
Responsive Design
Visual Assets
- **Softwares:**
Figma (Design, Prototyping),
AI Tools (ChatGPT, Midjourney, etc)
Zeplin (Developer Handoff)
Adobe Suit

Soft Skills:

- Good communication skills
Attention to details
- Language

English

Hebrew

Portfolio: <https://www.talulacohen.com>