

# Keren Cohen

## UX and Visual Design



I design user experiences for mobile and web platforms, edu-games, and SaaS platform interfaces. I bring a rich experience in transforming product vision into an intuitive, user-friendly, and engaging user experience, across platforms. My work includes user experience, visual design, and branding. View samples of my work here: [keren-c.com](http://keren-c.com)

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### Work Experience

2016-2022

#### UX/UI designer, Independent Consultant, Matific

I designed content management and report systems for educators. I created hundreds of educational games for kids and various promotional experiences.

2009-present

#### UX/UI designer, Self-employed

I create user experiences and pixel-perfect UI for clients such as Histadrut, CyberX, Buy America, Jacada, Crux, Amdocs, Dr. Agile and more.

2007-2009

#### Brand and print designer, Self-employed

I developed brand identities and designed marketing materials for a variety of clients.

2005-2006

#### Art Director, Independent Consultant, Oberon, NYC

I designed UI skins for the casual gaming market.

2001-2005

#### Art Director Cornell University, NY

I designed magazines, rosters and marketing materials, with print runs over 100K.

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### Skills

- I grasp ideas quickly and portray visual concepts clearly
- I possess a strong passion for research-driven processes
- I bring a grounding in brand positioning & business needs
- I work closely with project managers and Dev teams
- I see design as a powerful tool for delivering opportunities

✔ Sketch

✔ Figma

✔ Miro

✔ Illustrator

✔ Photoshop

✔ InDesign

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### Education

2014-2015

#### UX Design Professional Certificate

John Bryce Academy

1996-2000

#### Bachelor of design in Visual Communication

Bezalel Academy of Art and Design, Jerusalem