

Keren Fishman

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<https://www.linkedin.com/in/kerenfishman/>

A highly motivated and passionate **UI/UX designer** specializing in user-centered solutions within the tech industry. With a refined eye for color, form, and functionality, I am dedicated to crafting interfaces that are both visually captivating and highly effective. My strong interpersonal skills, combined with a comprehensive understanding of company growth dynamics, enable me to collaborate seamlessly within cross-functional teams. This approach ensures the delivery of impactful, cohesive user experiences that align with both user needs and business objectives.

Portfolio - <https://www.kerenfishman.com/>

EXPERIENCE

2023-2024 Jerusalem Food Rescuers - Graphic Designer

- Developed and integrated a cohesive design system within the brand, tailoring design elements to uphold unique brand identity and messaging.
- Led client concept meetings and brainstorming sessions, contributing to effective brand strategy and design solutions.

2023 WIX - UX Summer Bootcamp Student

Acquired expertise in UX design patterns, guidelines, and standardized components:

- Developed a **deep understanding of UX principles, focusing on cohesive, scalable design systems and component libraries.**
- Emphasized consistency and usability by applying pattern libraries to create intuitive interfaces.
- Ensured alignment with brand guidelines, fostering familiarity and accessibility across products.

Advanced UX design skills through hands-on experience in user research, wireframing, prototyping, and usability testing:

- Conducted in-depth user research to identify needs, pain points, and behaviors that drive design decisions.
- Created user flows and wireframes, translating research insights into structured, accessible designs.
- Built interactive prototypes, facilitating stakeholder and user feedback early in the design process.
- Performed usability testing, refining interfaces based on real-world user interactions and insights.
- Enhanced ability to design user-centered, functional solutions with a focus on continuous improvement and feedback integration.

2017-2019 Military Service Operations Division - Mamram

- Analyzed user needs for development teams, creating integrated operational systems within the division.
- Designed training programs and authored user manuals, ensuring smooth adoption and effective system use.

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EDUCATION

2020-2024 Bezalel Academy of Arts and Design - Bachelor of Visual Communication Design

- Built strong aesthetic skills utilizing grids, typography, colors, and shapes to craft impactful designs.
- Enhanced problem-solving abilities through ideation, complex system research, and user testing.

2019 Studio B6 Preparatory Program

- Strengthened visual communication skills in color theory, typography, and composition for impactful design.
- Developed collaboration skills through teamwork and peer feedback on design challenges.

VOLUNTEER WORK

2020-2023 Shutaf Inclusion Programs

Volunteered annually at summer camps dedicated to supporting children with special needs, contributing to a positive, inclusive, and engaging environment.

LANGUAGES

- **English & Hebrew** - Native

TECHNICAL SKILLS

- Figma, WIX, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe InDesign, Canva, p5.js, Microsoft Office