

Liran Cohen

liranco100@gmail.com

+972 50-4933336

[LinkedIn](#)

[Behance](#)

Graphic Designer with over 5 years of experience in volunteer and paid positions, using various tools, technologies, and software for UI/UX designs and web development.

Professional Experience

December 2023 - Present | Graphic Designer | Freelancer

- Branding and rebranding for private clients, companies and institutions using Adobe.
- Maintaining and implementing new features in desktop and web applications.
- Working in a team and collaborating with other employees on a daily basis, participating in meetings with clients and providing technical and design support.
- Doing full UX research - Engaging with users directly, defining user demographics, identifying user goals and challenges, creating detailed user personas, conducting testing, constructing wireframes, designing mockups, etc.
- Designing and implementing UI Designs; websites from scratch using UI/UX design, HTML & CSS.

March 2023 - Present | Coffee Shop Manager & Technical Operations | Friends of Zion Heritage Center, Israel

- Virtual tours technical support, troubleshooting and maintenance.
- Designing the new store website of the museum.
- Managing the day-to-day operation of the cafe, including personnel - hiring, training and supervising staff.
- Creation and implementation of marketing and promotion plans, sales strategies in order to increase the customer base.
- Monitoring and maintaining quality control, health and safety standards, high level of customer service and ensuring customer satisfaction.
- Adjusting inventory levels to ensure adequate supply of products.

March 2020 - November 2022 | UI/UX Designer and front-end developer | Israel Defense Forces

- Co-founded Unit 88 - the technological unit of the Military Police corps.
- Responsible for the characterization and graphic design of the unit systems.
- Dealt with a dynamic work environment, maintaining optimal function under conditions of increased pressure and a tight schedule.
- Front-end designer for the unit website and software.
- Designed, implemented, tested, deployed, and maintained a secure, real-time location-based web and desktop applications in the IDF network.
- Collaborated with other corps, sharing resources and knowledge.

Education

December 2023 - January 2025 | [John Bryce](#)

Course in Graphic Design specializing in digital design and UX/UI, use of AI tools and technologies, website development in WordPress.

December 2016 - January 2019 | [The Cyber Education Center](#)

[Magshimim Program](#) - Courses in Computer Science, Software Engineering, Cyber and Web.

September 2016 - June 2019 | [ORT College](#)

High-School, Full High School Diploma, Emphasis on Software Engineering.

Majored in Math, English, and Computer Science, Planning and Programming Systems.

September 2015 - June 2016 | [FLL program](#)

The robotics program of the global LEGO Organization. The program inspires teenagers to become science and technology leaders through robotics programs.

Volunteer Experience

July 2024 - Present | Website Designer | Shuva Brothers

- A non-profit organization that helps and supports IDF soldiers.
- In order to receive donations in an orderly and convenient way and also to advertise the organization publicly, I was asked to design the Shuva Brothers website.

April 2024 - Present | Project Member and Website Designer | [American Friends of Nir Oz org.](#)

- AFNO was founded to help rebuild Kibbutz Nir Oz, a community that was devastated by the Hamas terrorist attacks on October 7, 2023. The organization provide financial and programmatic support from U.S. - based donors to help the community to rebuild the Kibbutz, to restore the life of the community that was displaced from its home through projects, events, and educational trips, and to support trauma therapy for survivors of the attacks, families of victims, families of returned/existing hostages.
- In order to receive donations in an orderly, convenient and centralized way and also to advertise the organization publicly, I was asked to design and program the website and take part in the social media team.

May 2023 - Present | Counselor and Graphic Designer | Ramah Day Camp DC, Maryland, USA

- Designed various camp-related materials, including custom graphics and visuals, to enhance the camp's brand identity and participant engagement.
- Led and mentored a group of campers, managing day-to-day activities, ensuring a positive and inclusive atmosphere, and facilitating both recreational and educational experiences.

Skills

- **Programing languages and technologies:** Java, Python, C, C++, HTML, CSS
- **Graphic design and editing software:** Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Premiere, Figma
- **Integrated development environment:** Android Studio
- **Website development:** Wix Studio, WordPress
- **Office:** Word, Excel, PowerPoint, Teams
- **Google Workspace:** Drive, Meet, Gmail, Calendar
- **Languages:** **Hebrew** - Native | **English** - Fluent, including professional terminology | **Arabic** - Basic level | **Spanish** - Basic level