ORTAL COHEN

UX UI DESIGNER

Portfolio | ortalcohen91@gmail.com | 050-8896462

EDUCATION

Netcraft Academy
May 2021- Sep 2022

UX UI design course
(240 Hours).

Ben Gurion Universty
2014- 2017

BA Sociology, Anthropology
and Education.

Graduated with honors.

SKILLS

- User Experience
- User Interface design
- Research
- Wireframing
- Prototyping
- Painting and drawing
- Figma, Photoshop, Illustrator, AdobeXD, Canva

ABOUT ME

I am always eager to challenge myself and learn more. I see creativity as a way of life and I'm a detail-oriented person.

EMPLOYMENT HISTORY

Freelance UX/UI & Branding Designer
2023- 2025

- Designed and developed websites and mobile applications, including UX research, wireframing, and UI design.
- Created business and educational presentations tailored to various industries.
- Designed branded corporate materials such as business cards, promotional merchandise, and marketing assets.
- Developed event invitations, flyers, and signage to support business and personal events.
- Built cohesive brand identities, ensuring consistency across all visual and digital touchpoints.

Workplace Experience Manager | Localize- Madlan
2021- 2025

- Collaborated with the design team on UX strategy and design for select projects.
- Led projects like volunteering programs and sustainability initiatives.
- Produced and managed events and Happy Hours, including design and vendor coordination.
- Managed office operations (IT, cleaning, facilities).
- Handled onboarding, offboarding, and recruitment.
- Designed branded swag, event materials, and flyers.

Recruiter and Welfare Manager | 49Clicks Ltd.
2020- 2021

- Organized welfare activities and events.
- Managed full recruitment cycle.
- Collaborated with designers, suppliers, lawyers, and accountants.
- Processed employee salaries.