



CHANA GOREN

UX/UI Designer

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📍 Netanya, Israel

💻 chanagoren.com

About Me

UX/UI designer with a solid foundation in graphic design. Completed certifications in Computer Graphics and Graphic Design at Design Alive. Enhanced skill set through a UX/UI Design certification at DesignLab. Leveraged skills as a freelancer, delivering innovative design solutions.

CERTIFICATIONS

Computer Graphics

Design Alive

2021

Graphic Design

Design Alive

2022

UX Academy Foundations

Designlab

2024

UX Academy

Designlab

2025

WORK EXPERIENCE

January 2023 – present

Graphic Designer

- Created a wide range of visual assets by working directly with clients to translate their vision and marketing goals into compelling, customized designs.
- Collaborated with organizations such as Meor and JX to develop promotional materials for events and internship programs.
- Developed branding packages for the Nitzavim Fellowship, including logos and launch materials to support new college student groups.
- Rebranded a small business by designing a cohesive identity system with a new logo, marketing collateral, and customer loyalty cards.

SKILLS

Design Thinking

- User-centered design
- Responsive design
- Usability testing
- Wireframing
- Prototyping
- Graphic design
- Typography

Digital Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, Indesign)

Soft Skills

- Client collaboration & communication
- Time management & multitasking
- Problem-solving & creative thinking
- Empathy & user advocacy