

# LIVNAT LEVI

Visual & Product Designer



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As a creative and results-oriented designer, I possess a strong skill set in utilizing the Adobe CC Suite, Figma, Wix, and Wordpress along with modern trends in the industry such as utilizing Midjourney. I have a proven track record of successfully completing various freelance projects. Furthermore, my work is characterized by a high level of attention to detail, ensuring accuracy and precision in every aspect.

## EDUCATION

### Udemy | Training and Courses

- Master Digital Product Design: UX Research & Product Design - August 2021
- Figma UI/UX Essentials - July 2021
- Adobe Photoshop CC - Advanced Training Course - July 2021

### Ashqelon Academic College | Media Design

September 2017 - August 2019

My biggest project was my graduation project - Uppy.  
For my finals, I designed a mobile application for kids & parents.  
I used multiple iterations together with Guerilla Usability Tests to evaluate the app UX, used my own drawings, icons, screens and logo.  
Furthermore, I used gamification and appealing characters to motivate kids to use the app.

I did paper prototypes for both screens and logo, designed wireframes and created a hi-fidelity prototype in Adobe XD.

Graduated with Distinction.

### The Open University — B.A Accounting and Finance

April 2009 - September 2014, Raanana

- Completed 48 credit points

## EXPERIENCE

### Ghost Studio | Freelancer

August 2020 - PRESENT

Serving a multitude of clients with the design and implementation of e-commerce & marketing materials such as logs, and websites (wix and wordpress).

- Created a website for a war post-trauma injured Ari Geva - link
- Re-designed the UX for both mobile and web apps of MoMeBox, reduced cart abandon rates by 30% - link
- Developed and maintained a consistent design system across all platforms.
- Created an e-commerce website to Nany Sauces, increased user conversion-to-action by 35% - link
- Completed 100% of projects ahead of time.

### ELTA | Financial Administrator

December 2011 - September 2014

- Manage timelines, expectations, and relationships with multiple projects and stakeholders.
- Responsible for 3rd party integrations.

## SKILLS & TOOLS

### Tools

Illustrator | Photoshop | InDesign | Premiere | Adobe XD | Figma | After Effect | Midjourney

### Skills

- Strong attention to detail
- Experience conducting user research and usability testing
- Time management and organization

### Hobbies

Photography | Video Editing | Tennis | Yoga