

# Keren Reichsfeld

Product Designer | UI/UX & Graphic Designer

🌐 [www.kr-webdesign.com](http://www.kr-webdesign.com)

☎ +972 54-5985934

✉ [kerenr2000@gmail.com](mailto:kerenr2000@gmail.com)

🌐 [www.linkedin.com/in/keren-reichsfeld](http://www.linkedin.com/in/keren-reichsfeld)

## Summary

Product & Graphic Designer with 3 years of experience in UI/UX, graphic, and web design. Skilled in user-centered design, digital marketing, and web layouts. Proficient in design tools and front-end principles. Focused on creating intuitive, goal-aligned experiences with strong problem-solving and attention to detail.

## Education

### John Bryce

2020-2021 | Haifa

Graphic Design and UI/UX studies. Professional Certificate in Graphic and Product Design authorized by Adobe and the Israeli ministry of economy..

### Ort Kramim High School

2012-2018 | Karmiel

High School Diploma with an average of 107. Majored in art and psychology.

## Skills

UI/UX Design, User Research, Design Handoff, Wireframing & Prototyping, Usability Testing, Design Systems, Responsive Web Design, Generative AI for Design.

## Tools

Figma, Adobe CC (Illustrator, Photoshop, InDesign, XD, Firefly), HTML/CSS, Elementor, WordPress, Microsoft Office, Google Workspace.

## Military Service

Welfare NCO | 2019-2021

Collaborated with military personnel to find solutions for socio-economic issues and respond to immediate hardships while maintaining efficiency under high-pressure. Some knowledge of SAP.

## Experience

### UI UX And Web Designer | Intellforce

Sep 2024 - Present

- Developed websites, landing pages, and billing pages in WordPress with HTML & CSS, based on Figma prototypes.
- Created site maps, wireframes, and prototypes to shape UI design and architecture.
- Collaborated with developers to deliver user-focused features.
- Designed marketing materials (banners, email attachments) using Adobe Creative Suite (Illustrator, Photoshop).
- Worked in a global development environment, collaborating across time zones.
- Designed internal materials, including custom notebooks and branded items, to enhance employee engagement.

### Product And Web Designer (Solo Designer) | Iscar

Sep 2022- Dec 2023

- Led product design for SaaS platforms, creating interactive Figma prototypes for responsive, user-friendly web and mobile interfaces.
- Designed complex systems and redesigned existing systems.
- Collaborated with developers to ensure seamless design implementation and usability.
- Conducted user research to refine designs based on user needs.
- Created promotional materials (banners, presentations, user guides) using Adobe Creative Suite.
- Developed web pages with Elementor and WordPress, integrating custom HTML/CSS.

### Product Designer | Todaa Briaa

April 2021 - Dec 2021

- Conceptualized and designed creative assets for social media, banners, and web pages using Adobe Creative Suite.
- Delivered projects within tight deadlines in a fast-paced environment.
- Enhanced website functionality and performance with WordPress and Elementor.
- Optimized websites for SEO, performance, and accessibility.

### Product Designer | Freelance

Various Projects Since 2024

Created marketing materials and provided UI/UX design advice to clients, enhancing user experience and functionality.