

RONI LORENTZ

Product Designer

+ EMPLOYMENT

- 05/2022- **Product Designer**
Present
"PURPLE "- software Playground
As a product designer (Ux & UI), I worked on various projects with a team of designers and developers made the whole design lifecycle include: Prototyping, Wireframe, User flows, Mockups, Personas, Marketing Research and AB Testing. E-commerce sites, Complex systems, Apps, One-pager sites. Working under short deadlines.
- 12/2020- **Content writer**
08/2021 **and copywriter.**
"YOUR STORY"- Marketing agency
"TALINKA" - Marketing agency
Work through the UX process, including collecting client requirements, conducting user research, market research, defining the concept of the product and present him to the client.

+ EDUCATION & COURSES

- 08/2021- **UX course at Netcraft academy.**
03/2022
- 11/2019- **UXUI Designer course at Netcraft**
07/2021 **academy.**

User Experience (UX):, responsive websites, applications, and tablets.

User Interface (UI): prototyping, design, wireframing, typography and visual communication direction.

Coding : HTML , CSS , JAVA , JAVASCRIPT.
Animations and prototyping.
- 10/2018- **Courses in Psychology at**
07/2019 **Ariel University.**

GET IN TOUCH

-  **Mobile**
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-  **Portfolio**
<https://www.ronilorentz.com/>

+ PROFESSIONAL SKILLS

Desktop, web and mobile design skills, Responsive design
Wireframes, Market research,
User research,
Defining personas,
Information architecture,
Content writer.

+ TOOLS

-  Figma
-  Adobe XD
-  Adobe Photoshop
-  Adobe Illustrator

+ PERSONAL SKILLS

Creativity
Attention to details
Proactive approach
Analytical thinking
Excellent interpersonal skills

+ LANGUAGES

Native Hebrew
Fluent English