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[Portfolio](#)

[Linkedin](#)

Moshe Cezana

Senior UX/UI Designer

Education

Bachelor of Design & Education

WIZO Haifa Academy of Design
and Education

2011 - 2015, Haifa

Accomplished Senior UX/UI Designer with a robust background in shaping digital experiences across diverse sectors. Adept at leading projects from initial research through to final delivery, I excel in crafting user-centered designs that enhance usability and accessibility. Known for my collaborative approach, I work seamlessly with cross-functional teams to turn complex challenges into intuitive design solutions.

Tools

Design & Prototyping

Figma, Adobe XD, Axure.

Adobe Suite

Photoshop, Illustrator, Indesign,
After Effects, Premiere.

Front-end

Working knowledge of HTML,
CSS

Skills

Creative, Detail oriented,
Collaborative.

User-centric design, User
Research.

Wireframing, Interaction Design,
Motion Design.

Problem solving, Strategic,
Reliable, Agile, Data Driven.

Languages

Hebrew, English

Experience

Senior UX/UI Designer

April 2017 - Present

Pionet Technologies

- Led digital transformation efforts for diverse, large-scale projects by aligning design strategy with business objectives.
- Conducted comprehensive research and leveraged data insights to drive user-centered design decisions.
- Developed high-fidelity prototypes and scalable design systems that enhanced both user and technical experiences.
- Partnered with multidisciplinary teams including developers, product managers, and designers to ensure cohesive project execution.
- Delivered technical-oriented design solutions that balanced robust functionality with an intuitive user experience.

Graphic Designer

April 2014 - March 2017

G.R.A.S

- Led the design studio and took full accountability for the company's comprehensive design language across both print and digital media.
- Leveraged analytics-driven insights to enhance user experiences on websites and social media.
- Orchestrated impactful brand designs including packaging, posters, and products that elevated brand visibility.
- Spearheaded the creation of dynamic campaign materials and international event booths, resulting in significantly increased brand engagement on a global scale.