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[Portfolio](#)

[Linkedin](#)

Moshe Cezana

Specialized in Complex B2B Systems & Design Systems at Scale

EDUCATION

B.Des in Visual Communication & Education

WIZO Haifa Academy of Design and Education
2011 - 2015

SKILLS

Design

End-to-End UX/UI · B2B SaaS · UX Research · Design Systems · Dashboard & Data UX · Prototyping

Tools

Figma (advanced libraries + components)

Adobe Creative Suite (Photoshop · Illustrator · After Effects · Premiere Pro)

Axure RP

Technical Fluency

Agile · Dev Handoff · Working knowledge of HTML/CSS

Soft Skills

Autonomous · Collaborative · Analytical · High Attention to Detail

LANGUAGES

Hebrew, English

EXPERIENCE

Senior UX/UI Designer

Malam Team

2019 - 2025

- Functioned as the sole product designer on multiple cross-functional teams, collaborating closely with PMs and engineers to shape product strategy and define key features.
- Owned full-cycle UX/UI design for large-scale B2B platforms across logistics, government, and fintech sectors, from research to dev handoff.
- Led user research and usability testing efforts, translated insights into elegant UX solutions. Advocated for user needs across the product lifecycle.
- Delivered pixel-perfect designs for complex dashboards, internal tools, and workflow-heavy systems, balancing clarity, functionality, and business goals.
- Built and scaled design systems in Figma from the ground up, creating component libraries and naming conventions that improved team efficiency and visual consistency.
- Worked in agile sprints, frequently adjusting to evolving requirements and short timelines, while maintaining high standards for quality and delivery.
- Led the design of a digital transformation platform that received the IT Award 2024 for Excellence in Government Tech, recognizing innovation, usability, and measurable impact on internal workflows.

UX/UI Designer

Pionet Technologies

2017 - 2019

- Designed and delivered UX/UI solutions for municipal and healthcare platforms, balancing user needs with technical constraints.
- Collaborated closely with senior designers while independently leading UX design for critical client and government initiatives.
- Planned and participated in user research, including interviews and usability testing, to inform design decisions.
- Developed foundational assets that contributed to the organization's evolving design system.

Graphic & Visual Designer

G.R.A.S

2014 - 2017

- Took full ownership of the studio's visual identity across print and digital media, including branding, packaging, web, and campaign design.
- Led design for global exhibitions and international events, delivering booths, posters, and digital materials that elevated brand recognition.
- Created performance-driven marketing assets using analytics insights to optimize engagement across web and social platforms.
- Designed end-to-end visual experiences for products, aligning aesthetics with business goals and storytelling.
- Acted as a central design resource across teams, collaborating directly with founders, marketers, and developers to deliver cohesive visual outcomes.