

# Ariel Cohen

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## Graphic & UX/UI Designer

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**Figma | Illustrator | Photoshop | AI Tools**

As a UX/UI designer with a strong background in graphic design, I specialize in creating visually engaging and user-friendly digital experiences. I thrive on thinking outside the box, finding creative solutions and designing unique, intuitive interfaces that enhance user interactions.

## WORK EXPERIENCE

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**Sprint Designer** - Tafuralay Print House - Petah Tikva, Israel. 2023 – Present

- Delivered print designs under tight deadlines, managing end-to-end workflow across diverse media.
- Ensured brand consistency and clarity across all marketing materials.
- Designed branded and marketing materials for a wide range of clients, including projects produced for **Ofer Mall** (Petah Tikva), **Team 3 Security**, **Infineon**, and various retail stores, ensuring alignment with existing brand guidelines.
- Proficiency in Adobe software.
- Gained strong experience in client-facing work, sales, and customer service, sharpening both technical and creative skills.

## EDUCATION

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**UX/UI Design & Web Development - Mentor College** – Ramat Gan, Israel. 2021 – 2024

- Graduated with distinction, specialized in Figma, Adobe Creative Suite, and design systems.

**Digital Illustration course - Ulyana Stuzhuk** – Online. 2025 - Present

- Drawing realistic illustrations with Procreate.

## MAIN PROJECTS

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**Solitaire**- UX/UI Design & Mobile game app - [watch here](#). 2025

- Designed a fantasy-themed solitaire mobile game, reimagining classic gameplay through character-driven mechanics and crystal-based abilities.
- Integrated AI-generated concepts as an exploration tool, then refined and finalized all assets manually using Figma, Photoshop, and Illustrator.

**Tripkey** - UX/UI Design & Product AI-Powered app - [watch here](#). 2024

- Allows users to create personalized travel itineraries with AI, including UX strategy, UI, and MVP structure.
- Led competitor analysis, user research, and business modeling to inform product direction.

## PROFESSIONAL SKILLS

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- Expert in Figma, wireframing, prototyping, and building scalable design systems.
- Skilled in user research, and communicating design rationale.
- Strong ability to connect business goals with user needs through UX strategy.
- Proficient in Adobe Illustrator, Premiere, Photoshop.
- Experience with AI tools like GPT, Leonardo, Artflow.
- Experience with Procreate.