

Gilad Cohen Product Designer (UI/UX)

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Professional Profile

Product Designer with 13+ years of experience designing complex SaaS platforms and data-driven systems. Specializes in simplifying workflows, improving user journeys, and delivering scalable design solutions in fast-paced environments.

Combines strong visual design with product thinking and AI-driven workflows.

Professional Experience

UI/UX Designer - Nifty Technologies Ltd. | 2022-2025

- Led end-to-end design of complex SaaS platforms, including dashboards, workflows, and data visualization systems
- Simplified complex user flows, improving usability and reducing friction across key product journeys
- Designed scalable UI systems to support rapid product iteration and consistency across the platform
- Integrated Web3 and DeFi concepts into dApps, including dynamic reward mechanisms and blockchain-based interfaces

Graphic Designer - Climax Studio Ltd. | 2019-2022

- Led branding and visual direction for multiple clients across digital and print
- Developed full brand identities from concept to execution
- Created marketing assets aligned with business goals and brand positioning

Freelance Product & Brand Designer | 2014-Present

- Designed end-to-end digital products and brand identities for startups and entrepreneurs
- Built UX flows, UI systems, and responsive websites tailored to business needs
- Managed full design lifecycle independently, including client communication and delivery

Education

Mentor College - Diploma in Graphic Design, Digital Design, and Digital Illustration (2013)

Motion Design School - Online Studies in Motion Design (2015)

Tools

Design Tools: Figma, Ai Tools, Illustrator, Photoshop, After Effect, Webflow

Product Design: UI/UX Design, Product Design, Interactive Design, Responsive Design, Design Systems

Prototyping & Wireframing: Wireframing, User Flows, Prototyping, High-Fidelity Design

Languages

Hebrew - Native | English - Fluent

Military Service

Givati Brigade - Full Service (2004-2007)