



Dror Cohen

UX UI Designer

✉ dror@pixel54.com

🌐 www.dror-cohen.com

👤 linkedin.com/in/droricohen

📞 +972 54 717 9000

📍 Jerusalem, Israel

Tools i use

Figma

Sketch

Photoshop

Illustrator

Premier

After Effect

Axure

Balsamiq

3D softwares

Languages

Hebrew – Native

English - Fluent

Norwegian - Basic

Professional Summary

Senior UX/UI product designer with over 12 years of experience, specializing in mobile and web applications up to enterprise-level complexities. Experienced in leading the user experience and user interface design of demanding projects such as Cloud files storage, Data insights platform, Home design, RPM, IoT, Cloud Security, Banking, Pharma, Military, Health, SAAS, CRM and more.

Work Experience

UX / UI designer

2015-current

🏢 Pixel54 📍 Jerusalem, Israel

As a freelance UX/UI designer, I've had the privilege of working on a diverse range of projects across various industries.

Here are two exemplary journeys:

Optimus Business Management Software

As the UX/UI lead at Optimus, a tech-forward entity, my mission was to enhance user engagement through intuitive and aesthetic design. The process began with analyzing user behavior, setting the foundation for a design strategy tailored to the audience's preferences. Leading a collaborative team effort, we iteratively refined the user interfaces, aligning them with Optimus' innovative ethos. The journey with Optimus continues to unfold, with each phase introducing novel design challenges and learnings.

FronTask CRM

At FronTask, the goal was to simplify operational workflows via user-friendly digital interfaces. As the UX/UI lead, I delved into meticulous research and persona development to understand the users' needs better. The collaborative effort led to the creation of a design language that resonated with FronTask's brand and user expectations. The iterative design process, enriched by multidisciplinary insights and user feedback, has been key in refining the digital interactions, marking a significant stride in FronTask's user-centric approach.

Let's continue →

UX / UI designer

2020-2022

Calosense Tel Aviv, Israel

The challenge was creating a user-friendly healthcare platform that conveyed complex health data and improved patient-provider communication. The process began with understanding goals, defining personas, and mapping patient journeys.

In the ideation phase, i have brainstormed solutions, crafted wireframes, and iterated into high-fidelity prototypes with stakeholder and user feedback.

Key design included an intuitive dashboard for data interpretation. Challenges included accessibility and data security, addressed through rigorous user testing and healthcare UX best practices.

The result: a well-received, secure RPM platform managing the patient journey, continuously evolving based on user feedback and healthcare requirements.

UX / UI designer

2015-2019

JpU Tel Aviv, Israel

I have been working tightly with JpU product managers, characterising & designing their web based platform, website & marketing materials.

The Challenge: Creating a web based platform suitable for deployment across any M2M, C-IoT, NB-IoT platform and is highly scalable to support millions of devices with huge volumes of traffic.

Outcome: The web platform, Logo, Brand identity, app UI, website, marketing materials and investor presentations.

Since implementing its new brand identity, JpU has been able to substantially grow its clientele in different parts of the world.

Education

1998 Video & Special Effects

1994 Graduation in graphic design

1990 Graduation certificate in architecture

Military

Full service in IDF – Israel Defense Forces 3 years | The reserve forces 10 years.