

Maor Cohen Falah

UX/UI Designer



✉ maor.cohen.f@gmail.com 📞 050-8378050 🏠 Shlomo Hamelech 87, Tel Aviv

Creative and self-driven UX/UI Designer passionate for crafting intuitive interfaces and impactful brand identities. Blending practical design expertise with a strong visual mindset to solve complex problems through beautifully crafted products.

Design Tools: Figma, Adobe Illustrator, Photoshop, InDesign, Lightroom

Education

2025 - 2026

Certified in UX/UI Design
Shenkar College

- Designed UX/UI projects for several digital applications, with a focus on user needs, product goals, and intuitive experiences.
- Created information architecture, user flows, wireframes, and full interface designs, including a donation app aimed to simplify the contribution process.
- Delivered and presented end-to-end design processes, from research and concept to final projects.

2025 - 2024

Certified in Graphic Design
Shenkar College

- Applied graphic design principles using Adobe Illustrator, Photoshop, InDesign, Lightroom, and AI tools to create visual content.
- Designed brand identities and product branding assets.
- Created layouts for both digital and print media.

Work Experience

2022 - Present

Freelance Designer
'Maor Creates' Studio

- Provide photography & digital editing services using Lightroom & Photoshop.
- Lead small-scale branding projects from concept to execution.
- Founded and currently manage a small ceramic business.

2024 - Present

Ceramic Assistant & Student
Jacaranda Kori Studio

Assisted with studio operations & equipment maintenance, and managed website content. Currently exploring traditional ceramic techniques.

Army

2017 - 2019

Combat Soldier & Company Medic
Nahal Brigade

Certified combat medic, responsible for the medical care of 100+ soldiers during routine operations and field missions, delivering critical care under pressure and emergency situations.

Extracurricular activities

2021 - Present

Surf Instructor
'Galim' Surf Club

5+ years of experience leading and coaching individuals and groups from diverse backgrounds and skill levels, with strong communication and instructional skills.

2013 - 2016

Youth Instructor
Scouts, Tel Aviv

Led and mentored groups across different age levels. In the final year, led a cohort of 130 participants, demonstrating strong leadership and responsibility.