LIANNE MOSKOVITCH

UX/UI & Visual Designer

📍 Raanana, Israel 📞 050-6906775 ✉ liannesav@gmail.com 🖥 www.lianne-design.com in Liannemosko

Profile

UX/UI & visual designer with a strong foundation in user-centered design and 10 years of experience delivering digital products and marketing assets across B2B and B2C industries. Dedicated to crafting intuitive, conversion-focused designs that drive measurable business results - particularly in e-commerce and performance-driven environments. Skilled in UX research, user flows, wireframing, and responsive UI design using Figma and Adobe Creative Suite. Proven track record of leading projects end-to-end, from initial brief through development handoff, while collaborating closely with clients, developers, and cross-functional teams to ensure impactful outcomes.

Experience

2023 - Present

UX/UI & Visual Designer `ITZ Group`

- Serve as the sole in-house designer at a boutique advertising agency, leading both UX/UI and marketing design initiatives for diverse clients.
- Lead end-to-end website design projects, from client brief and site mapping to wireframing, high-fidelity design, and developer handoff via tools such as Ruttl.
- Conduct UX analysis and optimize user flows to improve e-commerce site performance and increase conversions.
- Design digital marketing assets including ads, banners, landing pages, and social media visuals aligned with brand strategies.
- Facilitate regular client meetings and design reviews throughout the project lifecycle, ensuring alignment and timely delivery.
- Work across B2B and B2C sectors, tailoring designs to business goals and user needs, with a focus on improving performance and increasing conversions.
- Implemented feedback into practical and effective design solutions.

2023 - 2023

UX/UI Design Internship `PitangoUX`

- Worked on a variety of projects for web and mobile, designing B2B and B2C interfaces.
- Implemented feedback into practical and effective design solutions.
- Conducted user research and market analysis to inform design decisions.
- Accompanied senior designers to work meetings with clients.

Skills

User Interface Design

Prototyping Wireframes

User Research & Personas

Market Research

User Experience (UX) Design

AI Tools UX/UI Design

Web Design Responsive Design

Marketing Design Ad Design

Mockups Typography

Color Theory

Mail Marketing Design

Marketing And Branding

Layout And Composition

Print Production

Software

Figma Photoshop

Illustrator InDesign

WordPress Elementor

Mail Marketing Systems

After Effects Monday.com

Language

Hebrew English

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Additional Experience

2019 - 2022 **Graphic Designer** [Beit Berl College]

- Designed engaging marketing materials for print and digital mediums, such as landing pages, e-mail campaigns, books and pamphlets as well as social media graphics.
- Collaborated with cross-functional teams to meet marketing needs, ensuring design consistency and brand alignment.
- Managed multiple projects simultaneously, consistently meeting deadlines and leading the design process from end to end.

2015 - 2017 **Graphic Designer** [Funkier]

- Designed marketing materials for print and digital distribution, including packaging and labels.
- Designed e-mail campaigns and digital assets for the e-commerce website.
- Collaborated with design studio team members to ensure cohesive brand visuals.
- Prepared product portfolios for manufacturer communication.

Education

2022 - 2023 **UX/UI Product Design Course + Internship**
[Pitango Academy]

2016 - 2016 **Advanced Course For Digital Design**
[6B Studio]

2014 - 2015 **Professional Diploma In Graphic Design**
[Shenkar Engineering]

Military Service

2004 - 2006 **Israel Air Force**

- Air Force Intelligence