

LIOR FUCHS

UX/UI DESIGNER

About Me

Dedicated to creating user experiences grounded in research and psychological principles, while maintaining a big picture perspective and aligning with business goals.

Experience

Freelance Product Designer

2024 - Present

- Hands on experience in diverse product design projects, understanding user needs and improving experiences. Worked on a **complex system** in a classified military unit, a student benefits app, Management **dashboard** and a financial education app for teens.
- Conducted **user research** and benchmarking focused products and features to define personas and pain points, translating insights into **user flows, wireframes, and prototypes**.
- Worked both independently and collaboratively, closely with product managers, developers, and customer support.
- Experienced in **Agile** workflows, accompanied **PRD**, and integrating **AI tools** to accelerate design and research processes.

Research Assistant | Department of Psychology BGU

2022 - 2023

- Qualitative data coding as part of a research on emotional regulation strategies.

Education

UX course led by Dr. Ofer Moner | UXer College

2023 - 2024

- Appointment Planner – Complex System project. **Market research and user interviews, information architecture**, task and roles analysis, and designed an intuitive UI.

B.A. Psychology, B.A. Management | Ben Gurion University.

2021 - 2024

Military Service

Home Front Command

2016 - 2020

- Rescue Combat Soldier, Class and platoon commander.
- Officer roles - Operations Department, Validated and presented operational plans.

Contact

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🌐 LinkedIn

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Tools & Skills

- Design tools - **Figma**, Wix, Framer, Miro, Axure.
- Task Management - **Jira, Monday**.
- Presentation - Strong skills in building **clear, audience tailored presentations**.
- Skills in **Data Analysis** - Familiarity with statistical software such as R, Jamovi and Excel.
- Soft Skills - Excellent **interpersonal communication**, empathy, and **team player**.
- Languages - **Hebrew** - native, **English** - high proficiency.

Volunteering

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2024 - Today

- Designing **marketing and internal ads**, volunteering in store.

Scouts

2006 - 2015

- Guide, trained, and led educational activities for younger age groups.