

LIOR FUCHS

UX UI DESIGNER

About Me

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

Experience

Freelance Product Designer

2024 - Present

- Part of product design team working on a **complex system** in 8200 unit.
- Led the design of a student benefits **mobile** app, including admin **dashboard** and a financial education app for teens.
- Conducted **user research** to define **use cases**. Performed **competitive benchmarking** on relevant products and features.
- Turned insights into **information architecture**, **user flows**, **wireframes**, and interactive **prototypes**, following best practices.
- Delivered high fidelity **UI design** and ongoing support to development.
- Worked both **independently** and **collaboratively**, closely with stakeholders, PMs, developers, and customer support.
- Experienced in **Agile** workflows, accompanied **PRDs**, and integrating **AI tools** to accelerate ideation, research and design.

Research Assistant | Department of Psychology BGU

2022 - 2023

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

Education

UX Design Course | UXer College (Dr. Ofer Monar)

2023 - 2024

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

2021 - 2024

Military Service

Home Front Command

2016 - 2020

- Operation officer - validated and presented operational plans.

Contact

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🌐 LinkedIn

🔗 [Portfolio](#)

Tools & Skills

- Design tools
Figma | Axure | Vibe coding
- Task Management
Jira | Monday
- Analytical skills
Data visualization
- Presentation
Complex to clear
Storytelling
Audience tailored
- Soft skills
Empathy | Team player
- Languages
Hebrew (native)
English (high proficiency)

Volunteering

- Forum Michal Sela 2025
Hackathon, UX/UI lead.
MirrorMe project.
- Bigudit Wizo 2024 - Today
Designing interior and
marketing ads.
- Scouts 2006 - 2015
Guided and led
education activities.