

Lior Doron

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UX/UI Designer | Product Designer

Software engineer transitioning into UX/UI design with a background in Psychology, visual design, and digital product development. Experienced designing websites and digital experiences from concept through implementation while collaborating closely with clients and developers. Passionate about creating intuitive, user-centered products that balance usability, business goals, and technical feasibility. Comfortable leveraging AI-powered design workflows to rapidly prototype, iterate, and communicate ideas.

Experience

UX/UI Designer & Digital Designer

Freelance | 2023 – Present

- Designed responsive websites from strategy and information architecture through visual design and implementation.
- Created intuitive user experiences for musicians, festivals, and creative businesses, aligning user needs with client goals.
- Led the design and development of the Raanana Jazz Festival website, branding, and digital campaign across web, social media, and event environments.
- Built websites using Wix Studio with a strong focus on responsive design, usability, and visual consistency.
- Collaborated directly with stakeholders to define project requirements, iterate on designs, and deliver polished digital experiences.
- Produced marketing assets, motion graphics, and promotional content using Adobe Creative Suite and AI-assisted creative workflows.

Full-Stack Software Engineer

Plannie (Movement Group) | 2023 – 2025

- Worked closely with customers to identify usability issues and improve product workflows.
- Collaborated across Product, Engineering, and Customer Success teams to translate user feedback into product improvements.
- Investigated complex technical issues while maintaining a strong focus on the end-user experience.
- Built and maintained web-based product features and internal tools.
- Served as the bridge between technical teams and customers, simplifying complex concepts and advocating for user needs.

Education

B.A. Psychology & Asian Studies
Tel Hai University