



Dana Sharoni

Graphic & UX/UI Designer



052-4406738



danasharoni30@gmail.com



[Portfolio](#)



[LinkedIn](#)

About Me

I'm a Graphic & UX/UI Designer with experience in digital product design, branding, creative campaigns, and marketing projects for leading brands. I combine creative thinking with product thinking to transform complex needs into clear, functional, and visually compelling user experiences. I enjoy working in cross-functional environments, collaborating with diverse teams, and leading ideas from concept to execution.

Skills

Tools: Figma (advanced - components, auto layout, prototyping), Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Design: UX/UI Design, Product Design, Branding, Creative Concept Development, Editorial Design, Campaign Design, Visual Design, User Research

AI Skills: AI Image Generation, AI-Assisted Design, Prompt Engineering, AI-Assisted Coding

Soft Skills: Cross-functional Collaboration, Creative Thinking, Systems Thinking, Problem Solving, Attention to Detail, Continuous Learning

Professional Experience

Graphic & UX/UI Designer | Luvinger & Studio 21 | December 2025 - Present

Full-time Graphic & UX/UI Designer at a leading Israeli advertising agency, working with major national brands across UX/UI, branding, editorial design, and integrated marketing campaigns.

- Design UX/UI interfaces in Figma for digital products and interactive platforms.
- Lead projects from concept to execution in collaboration with creative, copywriting, development, and client-facing teams.
- Design brand identities, editorial publications, event branding, print and digital assets, and campaign collateral.
- Collaborate with photographers and food stylists to plan photoshoots and create compositions that seamlessly integrate photography with editorial design.
- Leverage AI tools throughout the creative process to generate visual assets, develop concepts, enhance imagery, and accelerate design workflows, including experimentation with AI-assisted coding tools.

Personal Fitness Trainer – Self-Employed | 2018 – 2025

Worked as a freelancer, managing client relationships, offering personalized guidance, emotional support, and custom plans. This experience honed my skills in client communication, problem-solving, and working closely with people, which I now apply in my design work.

Education

Interactive Design | 2023-2025

HIT – Holon Institute of Technology: UX/UI, Interface Design, User Experience, Branding, Research, and Advanced Software Tools.

The ReBin Project

ReBin is a product I created to solve a personal challenge. After identifying the need, I conducted user research to better understand behaviors, motivations, and frustrations surrounding urban recycling. The project was selected as an **Outstanding Project** at HIT – Holon Institute of Technology and is currently showcased as a reference project for students in the Interactive Design program.

Key steps:

- Defined core problems and designed practical, focused solutions.
- Prioritized clarity, accessibility, and real value.
- Learned that empathy and understanding users are key to creating successful products.
- Tools used: Figma, Illustrator, Photoshop, AI Tools

[View the Project](#)

languages

Hebrew – Native

English – Working proficiency