

Moran Krigsman

Product Designer

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[PORTFOLIO](#)



About me

Hi! I'm Moran, or Mo for short 🙌

I'm a product designer, based in Tel Aviv.

I'm adept at translating complex requirements into user-centered design concepts. By conducting user research and employing design thinking methodologies, I create wireframes, interactive prototypes, and design specifications to communicate ideas effectively. I strive to create visually compelling and intuitive interfaces that are straightforward and delightful. I leverage my knowledge of user psychology, information architecture, and interaction design to craft interfaces that promote user engagement and facilitate task completion.

My experience in creative marketing and illustration has given me a multidisciplinary and versatile approach to design; with my background as an industrial designer-turned-visual designer, I love to incorporate different skills into my line of work while exploring ideas that are out of the box.

Education

2009-2013 Bezalel Academy of Arts and Design, Jerusalem - B.Des of Industrial Design.

2012 Folkwang Universität der Künste, Essen - Student exchange program.

2002-2005 Ironi Gimel High School, Haifa - Honors graduate of physics and art studies.

Creative Tools

- Figma
- Protopie
- Adobe Creative Suite: Ps | Ai | Ae | Id | Pr
- Wordpress
- Elementor

Languages

English, Hebrew - Fluent

Experience

2022-2023 | Product Designer @ Lemonade, Inc.

Lemonade is an insurtech company that provide a simplified and streamlined insurance experience for their customers. In my line of work, I created innovative concepts for brand new features as well as enhancing existing ones. My role involved leveraging my design skills to craft intuitive and visually appealing user interfaces, ensuring a seamless user experience throughout the different product lines. In addition, I contributed to the development and maintenance of the company's design systems and style guides, ensuring consistency and scalability across products. By working closely with product managers, dev teams, content writers and other stakeholders, I fostered a collaborative environment to ensure alignment between design, functionality, and business goals.

2013-2022 | Independent Visual Designer and

Illustrator. Worked across diverse industries, including creative marketing, branding, print, and web design. I collaborated closely with clients to understand their vision and translate it into compelling materials.

2013-2022 | Senior Creative Marketing Designer

@ SOHO 100% Design Shop, a chain of Israeli design shops. Involved in creating and designing a wide array of both digital and print materials, web banners, social media content, biannual printed catalogs, seasonal display design, packaging materials and more.

2020-2021 | Visual Designer & New Media Director

@ Neve Schechter, a cultural center based in Tel Aviv that offers cultural and communal experiences of different genres – literature, music, art and pluralistic jewish studies. As the in-house visual designer and new media director, I sought to reflect this diversity on the center's visual front. I drew inspiration from the building's unique architecture and the artists featured in Schechter Gallery, and used a palette of vivid, eye-catching colors to give Neve Schechter an upbeat and contemporary vibe.

2016-2017 | Graphic Designer @ Shira Schechter

Studio, a brand boutique. Created and developed concepts and visual+photographic language for a wide spectrum of clients, including real estate, leading marketing chains for food and beverages, restaurateurs and local artisan bakeries and more.