# Sivan Ekron UI/UX Designer

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## UI/UX DESIGN PROJECTS

Self-initiated, 2024–2025 - designed fully in Figma

### O Hay Day Shop Redesign (Casual Mobile Game)

· A complete portrait-mode redesign of the Hay Day in-game shop. Improved layout clarity, hierarchy, component consistency, and visual balance while preserving the original IP's charm.

### Wishlings Season Pass UI (Casual Mobile Game)

· World-building, custom iconography, and cozy visual direction for a fictional mobile game. Rebuilt the season-pass experience using an adapted Brawl Stars UI library, redesigned interaction states, and created visuals supporting progression, rewards, and purchase flows.

### Cooking Roulette - Feature UI Prototype (Casual Mobile Game)

• End-to-end UI design for a new game feature, including screen flows, animations, visual direction, and motion planning. Created icons, art assets, and illustrations with AI-assisted workflows, focusing on playful feedback and clean layout.

### Monopoluri - Finance App (Desktop Web + Mobile)

· UI design for a couples' finance-management tool, including login, onboarding, dashboard, analytics, color system, typography, and full state variations. Designed desktop-first layouts with adaptive mobile versions.

### EXPERIENCE

### Customer Success Manager | Soli | Tel Aviv

November 2023 — September 2024

- · Led a team of 5, aligning tasks, priorities, and delivery milestones.
- · Analyzed user insights to identify issues and opportunities for UI/UX improvements.
- · Conceptualized ideas that directly influenced the development of new features and flows.
- · Collaborated with Product to optimize the user experience based on real user behaviour.

# Internship | miLAB | Reichman University (IDC) | Herzliya

October 2022 - June 2023

- Worked in an interdisciplinary HCI lab on a Food-Tech product.
- · Conducted user tests, gathered insights, and shaped early product direction.
- · Created user flows and supported feature prioritization with psychological reasoning.

### Pilates Instructor | Self-Employed | Tel Aviv

October 2022 — November 2023

Office Manager | Move Therapy Studio | Kfar Saba June 2021 – October 2022

#### Security Officer | Security Manager | El Al Airlines | London July 2016 - August 2020

- Promoted to a manager role in 2019, led a team of 25 employees.
- · Problem-solving unexpected occasions & administer high security procedures under pressure while adhering to administrative requirements.

### EDUCATION

B.A in Psychology | Reichman University (IDC) | Herzliya October 2020 — June 2023

Zero To Mastery Academy | Complete Web & Mobile Designer 2024

Project Management Course | monday.com (IDC Tools) April 2023 — June 2023

Business & Finance major | Mor-Metro West High-School **September 2009 – June 2013** 

### PROFILE

UI/UX Designer with a background in psychology, HCI, and user-centered research. After working in product-focused and customer-insight roles, I transitioned into UI design with strong skills in Figma, visual systems, mobile flows, and component-based layouts. I've created multiple end-to-end UI projects across web apps, desktop layouts, and mobile game interfaces, combining analytical thinking, creativity, and user empathy.

# SKILLS

#### Design

Visual Design | UX Fundamentals | Mobile & Web UI | UI Kits, Asset Library & Components | Prototyping | Interaction Patterns | Wireframing | Game UI

#### Tools

Figma | FigJam | AI tools (Chat GPT & Gemini)

#### Other

User Research | Communication | Psychology | Team collaboration

# VOLUNTERING

#### **Eran - Emotional First Aid Service**

January 2021 - Present

- Providing life-saving emotional first aid assistance.
- Empathetically reaching out to people in stressful situations, depression and trauma.

# LANGUAGES

- English Fluent
- Hebrew Native