Liran Hadashi
Product Designer.

**I'm a Product Designer, specialising in B2B SaaS products & complex systems.
Also, I'm an optimist, Yogi, wine lover, podcast addict, and passionate learner.**

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EXPERIENCE

2022 - CURRENT - PRODUCT DESIGNER AT DEALTALE (A VIANAI COMPANY)
At Dealtale I designed E2E experiences on a complex SaaS B2B platform. I led products from ideation through research, wireframes, and Figma prototyping, to development handoff under tight deadlines. As part of the design lifecycle I conducted iterative user testing and gathered valuable feedback for further improvements.

2019 - 2021 - FREELANCE MARKETING DESIGNER
During my Relocation in South Africa I worked with Israeli Clients on different projects such as branding, marketing design for startups, books and catalogs design, writing and designing for "Uncoated" online magazine).

2018 - DESIGNER AT "RELOAD" ADVERTISING AGENCY IN DURBAN, SOUTH AFRICA
Reload's clients were very diverse, from STONENHAGE FLEMING Investment Management, to Medical Tech companies and PANNAR seed group. I specialized in many fields such as branding, packaging, marketing, video edit, and animation.

2016-2017 "WALLA! NEWS" GRAPHIC DESIGN DEPARTMENT – DESIGNER
Worked with editors of the different columns, designed infographics and banners.

EDUCATION

2021 UI/UX COURSE AT CODESIGNER

2013-2017 Minshar college of Art, Tel aviv - Visual Communication Department. Graduate diploma combined with a B.A degree from The Open University. graduated with high honors.

2002-2005 Megiddo high school – Major studies in Graphic Design and Dance.

LANGUAGES

HEBREW – Native speaker
ENGLISH – Fluent

TOOLS

- Figma
- Indesign
- Illustrator
- Photoshop
- Premiere
- After Effects
- Elementor