RUTHIE COHEN

UXUI DESIGNER

CONTACT

- ✉ ruthiecohen14@gmail.com
- ☎ 053 - 933 - 2595
- 🌐 Portfolio

SKILLS

Figma

Adobe Suite

Wix

Salesforce

Verbal Communication

WordPress

Google Analytics

Email Marketing

Microsoft Office

EDUCATION

Bezalel University - UXUI Design

Penn Foster - Bookkeeping Certificate

Mercy College - BA in Social Science

LANGUAGES

English

Hebrew

PROJECTS

Progressive Home Remodeling

Ruthie Cohen Photography

Above & Beyond Construction

UX/UI web & app designer with keen eye for unitive design while incorporating business/clients' branding. Quick learner, tech-savvy, high level of business acumen, and a love for using existing software to optimize workflow. Effective communicator and provide high quality deliverables.

EXPERIENCE

RC Design, Business Owner

Remote | 2020 - present

- Website design from end-to-end for medium sized businesses; effectively communicated with the developer teams
- Architected business landing page, increasing online traffic by 30%
- Systematic & intuitive design to gain high-interaction rates
- Websites that display clients' product in an appealing way for user
- Created original content for clients using content that reflected the brand of the company
- Embedded other software into web pages to allow for better UX

Ruthie Cohen Photography, Business Owner + Photographer

Israel | 2017 - present

- Created sound business model with data driven decisions using BI tools and analytics
- High client retention rates and consistent cash flow
- Implemented SEO principles to garner high online traffic, increased indirect traffic by 83% within the past 2 years
- Using off-the-shelf software, created user friendly platform for bookings, personal accounts and payments with easy-to-use integrations
- Provide creative and cohesive composition for clients and products
- Provide professional pictures of clients (studio & candid) using the fundamentals of photography while incorporating creativity and art

Citybook Services Ltd., Lease Analyst

Jerusalem | 2017 - 2022

- Analyzed complex lease documents and provided summaries in compliance with client-defined standards
- Insured integrity and accuracy of client data
- Optimized data access and update systems