

Liron Markovich

Digital & UI Designer

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Digital Design professional, dedicated to improving and creating intuitive, engaging and results-driven marketing campaigns. A natural problem solver with a keen sense of design, tailored for businesses. Currently seeking new opportunities in a team environment which seeks to improve key metrics, generate new ideas and maximize performance and results.

Work Experience

Senior Designer/Manager

Astra Media Inc./Top Pros Mag

Canoga Park, CA - March 2018 to May 2019

- Managed 2 man design team, and oversaw the design and production of direct mail publications for eleven mailing zones in California.
- Collaborated/strategized with sales team and company management, with focus on maximizing lead generation for clients.
- Helped to increase company's circulation from eight mailing zones to eleven mailing zones.

Lead Sr Designer/Manager

J Media Global / ILTV

Los Angeles, CA - February 2015 to June 2017

- Managed international design team (Los Angeles, New York, Israel).
- Designed interactive ads (static and animated), email blasts, web landing pages, UI and html5 animations.
- Worked in a collaborative environment to create sleek and appealing designs, maximizing user engagement and acquisition.

UI / Lead Designer

ThingVote Web & Mobile, Gellaka Gel Polish, Cabello Hair Tools (under BEFREE Brand Agency)

Los Angeles, CA - March 2012 to February 2015

- Directed the design and marketing strategy for the company's brand website.
- Created and maintained a streamlined mobile app experience for Android and iOS.
- Guided and worked with product managers and development team for company's three major brands to achieve and exceed their desired creative goals.

UI / Visual Designer

Docstoc (acquired by Intuit)

Los Angeles, CA 2011 to March 2012

- Collaborated with the marketing and engineering teams on A/B testing for landing pages, forms, ads, payment transaction pages and upscale concepts.
- Designed the company's iPhone and iPad mobile application.

Interactive Designer

Self-Employed

Tel Aviv, Israel - 2011 to 2012

- Designed and implemented interactive campaigns and marketing collateral for small to medium-sized businesses and advertising agencies.
- Created and maintained clients' individualized branding and marketing imagery, with the goal of sustaining a positive and consistent viewer experience.

Education

I.A.D. Institute Of Arts, Tel Aviv, Israel

Multimedia Design, 2002 - 2003

Technical Skills

- Visual Design (5 years)
- Digital Design (11 years)
- Html5 (3 years)
- Adobe Animate (11 years)
- Adobe Photoshop (11 years)
- Adobe Illustrator (11 years),
- Adobe Dreamweaver (2 years)
- Zeplin (3 years)
- Trello (2 years)
- Jira (7 years)
- Basecamp (7 years)

Soft Skills

- Communication
- Adaptability
- Team Player
- Problem Solving
- Self-Management

Interests

Computers, technology, movies, kick boxing, health & fitness.

Links

Portfolio: <http://www.lironm.com>

Linkedin: <http://www.linkedin.com/in/lironmarkovich>

References available upon request.