



KEREN SHAFRAN SAIG

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UX/UI DESIGNER

CONTACT

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Kiryat Ono, Israel

SKILLS

Adobe Illustrator	Prototyping
Adobe Photoshop	Office
Figma	Detail Oriented
Wireframing	Project Management
Visual Design	Marketing Analysis
User Research	

EDUCATION

2024 **Google UX Design**

Coursera/Google

2020 **PPC Management**

Digitalent

2020 **Data Driven Marketing**

Digitalent

2014 **SEO**

New Media College

2010 **B.DES**

Shenkar College of Engineering, Design & Art

LANGUAGES

English

Hebrew

Russian

HELLO, NICE TO MEET YOU!

I am passionate UX/UI designer certified in **UX Design by Google**, experienced in rebranding, marketing campaigns, product lifecycle management, and e-commerce

With a keen eye for detail and a **passion for creating seamless user experiences**, I bring a unique perspective to every project I undertake.

My dedication to excellence and commitment to innovation set me apart in the fast-paced world of **UX/UI design**.

WORK EXPERIENCE

Global Brand Manager / Marketing Communication Team

SodaStream International, LTD.

2022-2023

- Contributed to the rebranding and brand repositioning of SodaStream's digital assets
- Led and carried out global brand strategies and projects
- Implemented marketing communication strategies to achieve brand and business goals
- Ensured the successful execution of global brand identity projects while maintaining brand messaging consistency
- Collaborated with SodaStream's international markets to meet local digital asset requirements
- Oversaw suppliers and stakeholders in production, digital, social, and creative aspects
- Handled budget management

Marketing Product Manager

Tiny Love (International)

2020-2022

- Managed the product lifecycle (development, launch and maintenance) in accordance with the work plan, while targeting the European and US markets
- Planned, built and managed marketing communications across various channels according to the brand language
- Developed visual content (images, videos), managed production sessions via service providers
- Carried out professional and administrative management of external vendors - wrote marketing briefs, provided guidance, controlled processes and approved invoices
- Managed and controlled activities on digital platforms (global website and Instagram)

Product Manager specializing in E-commerce Website Development and Management.

Ebay, Etsy, Amazon

2013-2019

- Started and managed multiple online stores on global platforms like Amazon, eBay, and Etsy
- Conducted market research to identify target audiences, created annual work plans, and oversaw budgets
- Developed and maintained digital assets for around 2000 products
- Established business pages on social media platforms including Facebook, Instagram, and Pinterest
- Implemented branding strategies and maintained consistent marketing language across all channels, generated content, managed photography, and visual content processing
- Oversaw sales and customer service, processed orders (approximately 50,000!), resolved issues, nurtured customer relationships, and ensured satisfaction