

Liora Koren

Design Team Lead

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Liora_Koren

Leading a team of creative designers, I bring over a decade of experience as a seasoned brand and marketing creative designer. I specialize in creating integrated and holistic visual content across all marketing channels. From branding and digital products to web design, social media, conferences, events, and art for video, I've developed my skills in diverse areas. Whether collaborating with global colleagues or strategizing for impactful results, my passion, creativity, and self-motivation drive me to excel, always approaching projects with a smile and a can-do attitude.



Work Experience

Design Team Lead | Sapiens

2023 - Present

- Managing a global team of designers and video editors, as well as external vendors
- Maximizing workload efficiency by monitoring all creative briefs and streamlining processes
- Overseeing design projects from concept to completion, ensuring high-quality deliverables
- Collaborating with cross-functional teams on strategic decisions
- Developing the strategic and creative visual identity and Supervising internal and external brand usage

Marketing and Brand Designer | Sapiens

2021 - 2023

- Developed and implemented a brand refresh and update across all company assets
- Designed marketing and promotional materials aligned with brand guidelines from concept to execution
- Collaborated closely with a global marketing team

Brand & Marketing Designer - Freelance

3D Signals, 2020- 2021 | Silver Dome Capital, 2020- 2021 | Vayo, 2019 - 2020 | Medallia Digital, 2017- 2018 | Mobilicom, 2013- 2021 |

- Designed innovative brand and marketing material
- Created branding and evolved existing brand
- Collaborated with leading positions within the companies

Marketing Designer | C.E.T - center for educational technology

2016 - 2021

- Designed both print & digital marketing visuals, educational books, learning aides, presentations and application UX
- Collaborated with a cross-functional team, contributing from initial concept to detailed design

Designer and Art Director | "Results" ad agency

2012 -2016

- Creative design and professional execution for a variety of products, both for web and print campaigns, for leading brands

Graphic Designer | "Israel Hayom" newspaper

2008 - 2012

- Newsroom graphic designer and graphic supervisor for the marketing department



Education

UXV Certified course

2018 | UX Vision, Tal Florentin

B.E design and education

2006 - 2010 | 'Seminar HaKibbutzim'

Graduated with honors | Teaching certificate



Army

Army service

Full term service in the air force intelligence unit.



Skills

Photoshop

InDesign

Illustrator

Powerpoint

Hebrew

English

Romanian