Aviya Koresh

UX/UI & Web Designer

052-4655780
Aviyak20@gmail.com
behance.net/aviya_koresh
linkedin.com/in/aviya-koresh-171835287

About me

UX/UI and web designer who works with clients from the first scoping meeting to a live website. At 2all I design and build corporate and e-commerce websites. I quickly map even complex content, and make sure the site is clean and clear for the people who will browse it, and looks exactly the way the client imagined it. A fast learner, driven to grow, learn new tools and take on bigger challenges, with a background in user training and AI tools in my daily process.

Professional experience

2all · Web Designer & Builder

2025 – Present

- Design and build corporate and e-commerce sites for clients, from scoping to launch.
- Lead scoping meetings and quickly map site structure and content, even complex content.
- Create AI-assisted design sketches for client approval before building.
- Build responsively in the company's internal system; share a link for approval before the domain is connected.
- Design clean, clear interfaces for the client's end customer, especially on corporate sites.
- Work with Claude, Claude Code, Claude Design and GPT Codex, with a separate chat and folder per project.

Website design on small projects (freelance)

2025 – Present

- Scoping and design of websites: structure, Figma screens, visual language.
- Brand languages: logo, colors, typography, style guide.
- Design Systems, Components, Variables and advanced Prototypes.
- Used AI tools in the design and creation process.

Startup internships

- **MentMe** (connecting mentors and beginners): marketing materials, presentations and marketing content, applying an existing design language.
- **Nemaguard Technologies** (Tel Aviv University startup team): investor landing page, investor deck and marketing materials.

Earlier experience

User & Systems Trainer, Renphone Communications (Cellcom Group)

2018 – 2024

- Researched user needs and trained new employees on Jet, SAP, CRM and Amdocs, simplifying processes and improving UX.
- Designed digital training materials, including interactive guides.
- Supported agents during live shifts.
- Reported feedback to identify missing features and recurring issues.

Military service

Regular service, Nahal 934 Combat Engineering Battalion (2014–2016) · Career service, Golani 12 (2016–2017)

Education

HackerU

2024–2025

Graphic design with a UX/UI specialization

College of Management Academic Studies

2020–2023

Practical engineering studies in architecture and interior design

Shenkar

2019–2020

Interior design studies

AI tools

Claude · Claude Code · Claude Design · ChatGPT · GPT Codex

Design & build

Figma · Framer · Base44 · Lovable · WordPress · Elementor · HTML/CSS · Canva · 2all System

Adobe

Photoshop · Illustrator · InDesign · After Effects · basic · Premiere · basic

UX / UI

User Research · Personas · Wireframing · User Flow · Branding · Style Guide · Web & Mobile · Responsive · Design System

Soft skills

- Fast, independent learner
- Teamwork and working under pressure

Languages

Hebrew, native

English, high level