

Liron Avrami

Design · Strategy · Visual Communication

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PROFESSIONAL SUMMARY

With nearly 20 years of experience in design and visual communication, I have worked with companies, startups, and organizations across a wide range of industries.

I quickly step into new projects, understand the challenge and the bigger picture, and turn them into clear directions and practical solutions - from initial thinking through to design and execution.

CORE EXPERTISE

Brand Identity · Visual Communication · UX/UI · Digital Products · Marketing Design · Packaging · Presentations · Information Design · Event & Conference Design · Web Design · Generative AI

PROFESSIONAL EXPERIENCE

Independent Designer / Freelance | Liron Avrami Design

2014–Present

Dundas (Hamilton), Ontario | Remote

Work with companies, startups, and organizations across branding, visual communication, UX/UI, digital products, websites, packaging, presentations, marketing, and print.

- Lead projects from understanding the challenge and defining direction through concept, design, and execution.
- Work independently and as part of product, marketing, and development teams across a wide range of industries.

SELECTED CLIENTS & ONGOING CONTRACTS

Matrix | Multidisciplinary Designer

2024–Present | Freelance · Remote

Education and EdTech projects across UX/UI, visual communication, presentations, and information design, with a focus on making complex content clear and accessible.

NeuroBrave | Creative Designer & UX/UI Designer

2025–Present | Contract · Remote

Work across brand and product, including app UX/UI, marketing, presentations, visual communication, content, and scripts.

Cligal | Product Designer / UX/UI Designer

2020–Present | Contract

Design and improve a complex law-firm management platform, working directly with leadership, customers, and developers to turn user needs into practical product solutions.

CODO | UX/UI Designer

2024–Present | Freelance

UX/UI design for an educational coding platform for teenagers, working as part of the product team from understanding needs through defining and designing solutions.

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SELECTED PREVIOUS EXPERIENCE

START – Innovation & Technology Administration, Ministry of Education, Israel

Graphic & UX/UI Designer | 2022–2023

Brand, UX/UI, and visual communication for an innovation unit within the Ministry of Education, including making complex educational and technological content accessible.

Spices

In-house Graphic Designer | 2018–2022

Marketing and visual communication for a retail brand.

Earlier Design Experience | 2014–2018

UX/UI and graphic design roles with Newtrina, D3Chuk, EPIC Branding, and Curly Black, across digital products, branding, and packaging.

ADDITIONAL EXPERIENCE

Founder & Studio Manager | Pilates Studio

2021–2026 | Givat Oz, Israel

Founded and managed an independent studio, including team management, client relationships, marketing, and operations.

Graphic Design Team Lead | Unit 81, IDF Intelligence Technology Unit

2006–2010

Led the graphic design team and managed design projects.

VOLUNTEER EXPERIENCE

Design & Brand Advisor | Unit 81 Alumni Association, Israel

Provide ongoing guidance on design thinking, brand strategy, and visual communication.

Community Events Team Lead | Givat Oz Community, Israel

Led a volunteer team responsible for planning and producing community events, social gatherings, and holiday celebrations..

EDUCATION

B.Des., Visual Communication

Shenkar College of Engineering, Design and Art | 2011–2014

UX/UI Design Course

Netcraft | 2016

TOOLS

Adobe Photoshop · Illustrator · InDesign · Figma · Canva · Wix · Microsoft Office · Generative AI Tools

LANGUAGES

Hebrew - Native, English - Professional Working Proficiency