



MAAYAN KEDEM

Illustrator, UX & UI Designer

Every product should be accessible and easy to operate for the user; through listening and a fun experience, free of cognitive load.

My skill set starts with design and extends to illustration, AI tools, code, instruction, marketing and management.

Work Experience

Illustrator & Graphic, UX and a UI Designer | Independent business owner | 2013-2025

Illustrations, print, Textile products, websites

Graphic Designer | Nitzan Haifa association's Social club for adults with special needs | 2015-2019

Accessible designs for adults with special needs: magazines, publications & presentations.

Assistant Manager | Hadar Ha'Carmel Haifa student village | 2014-2016

Trips & events production, projects, budget, team & data management, events production, responsibility for attending members.

Marketing Intern | As part of B.A in Media Studies | 2013

PR & Spokespeople | Rambam Hospital Health clinic
Lobby & Communication | Shatil (NGO)

Graphic designer | Student Union, University of Haifa | 2012

Design according to changing needs: events, social media publications, advertisement.

Tools

- + Illustrator
- + Canva
- + Photoshop
- + AI tools: Claude Code, Claude Design, Nano Banana, Cursor, Google Stitch
- + InDesign
- + Figma/XD

Skills

- + SEO
- + Front end (HTML+CSS)
- + Vibe Coding
- + Quantitative & qualitative research methods

Hobbies



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Portfolio >>>

Education

UX & UI Design
Codesigner | 2021

Certificate studies | 190 CH
User research, wireframes, prototype, interface design

HTML, CSS, JavaScript
2020-2021 | SheCodes

Mentored learning | 80 CH
Front end coding

Illustration
Shenkar | 2019-2020

Certificate studies | 45 CH
Character design, storytelling

Business Management
Jasmine association for promoting women's economic development | 2019

Certificate studies 100 CH
Profitable management, marketing, business strategy

B.A in Media Studies & criminology (extra credit)
University of Haifa | 2011-2014

Academic research, practicum | 200 CH
Research methods, theories in communication, marketing and advertising

Visual Communication
Nasi College for Technologies | 2011

Certificate studies 120 CH
Design basics, Adobe PS, AI, ID