

Keren Levi Faran | UX Designer

Makes a significant impact by connecting the needs of users, businesses, and the market.

Phone: 628-502-8224 | Email: kerenlevifaran@gmail.com | SF Bay area

UX Portfolio: <https://www.blogmymind.xyz/keren-ux-portfolio>

LinkedIn: <https://www.linkedin.com/in/kerenlevifaran/>

Passionate UX Designer with a proven track record in aligning user needs, business goals, and market trends. Skilled in delivering data-driven B2B marketing solutions for global tech companies. Expertise in project management and a deep understanding of the business landscape. Certified in UX/UI/FE Design from UC Berkeley. Proficient in storytelling, research, and full-cycle project execution.

Technical Skills

Technical: HTML, CSS, SEO, Google Analytics, WIX, Shopify, Other Non-Code platforms, Figma, Miro, Invision, AI-based design platforms (Midjourney, Design AI, Autodraw, etc.).

UX Design Tools: Heuristic Evaluation, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis

Work Experience

Media Processor Agency

Nov 2015 - Present

B2B Content Strategist (Tech Industry)

(Contractor, Israel, Remote)

- Craft and execute comprehensive B2B content strategies tailored to tech clients, boosting lead generation, sales, and revenue growth for Media Processor Agency.
- Utilize data-driven insights to create and optimize marketing strategies to increase lead generation and conversion rates within the B2B tech sector.
- Provide full-spectrum content expertise for diverse B2B tech clients, including technical blogs, SEO-optimized articles, microcopy, animation scripts, surveys, podcasts, and presentations.
- Manage client relationships end-to-end, including market analysis, strategy development, work plan definition, and execution of digital campaigns and products.
- Oversee all LinkedIn agency activities involving training, certification, analysis, and management for dozens of clients.

- Champion business development initiatives, developing new offerings like ABM strategy consulting and brand ambassador workshops. Drive results with proven success in boosting B2B retainer value (5%-12%) and securing two new retainers within the first year.

Self-Employed. Israel

Jan 2012- Dec 2014

Business & Strategy Consultant. Israel

- Advised small and medium-sized businesses on strategic planning, including business models, financial projections, and digital marketing strategies. Emphasized improving customer experience and engagement.
- Mentored business owners, guiding decision-making processes to streamline operations and enhance bottom-line results.
- Designed and facilitated interactive workshops for tech company managers, utilizing gamification techniques to enhance leadership and communication skills.

Avdor Engineering Ltd. Israel

Jan 2003- Jan 2010

Chief Operating Officer

- Spearheaded strategic partnership development, identifying and building relationships with business partners and subcontractors to optimize operations and efficiency.
- Drove revenue growth by securing new client engagements, resulting in a doubled company revenue stream.
- Championed the implementation of Just-in-Time (JIT) methodology, minimizing inventory, accelerating project turnaround by 10%, and consistently delivering increased year-over-year net profits.

Avdor Engineering Ltd. Israel

Nov 2001- Jan 2003

Operations Manager

- Oversaw a team of 80 production technicians, managing production planning, procurement, inventory, and delivery logistics.
- Streamlined production processes, reducing standard production time by 20% and significantly boosting profit margins by 40%.

Education

Certificate in UX/UI/FE Design

UC Berkeley, California Feb 2022

Certificate, Coaching Specialist

Tel Aviv, Israel, 2011

Business Administration

College of Management, Tel Aviv, Israel, 2001