OMER ZIV

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- Product & UX/UI Designer with over 4 years of experience designing intuitive and scalable digital experiences
- Skilled in planning and designing complex systems, with strong proficiency in Figma and component-based workflows
- Specialized in building high-conversion interfaces backed by UX research, user flows, and product analytics
- Experienced in working within Agile environments, collaborating with developers, product managers, and marketing teams
- Passionate about crafting thoughtful user experiences, with added knowledge in animation (Lottie) and After Effects

EDUCATION

B.A. in Visual Communication
HIT Design School, Israel
2020 – 2024
Focus: UX/UI Design, Branding, Motion Design

UX/UI Product Design Accelerator, ux.ui.dan
2025

WORK EXPERIENCE

Product Designer / Create Future
Dec 2025 – Present

- Designed digital products for leading organizations including **Phoenix, Fattal, and Cellcom**
- Led the design of Cellcom's marketing platform and built a **scalable design system**
- Designed and optimized end-to-end customer journeys across web platforms, focusing on conversion flows, retention, and operational efficiency for both new and existing users
- Collaborated with product, development, and marketing teams to deliver **production-ready solutions**
- Designed an **AI-powered assistant** for Fattal, simplifying complex user decisions

Senior Performance Designer / FLOW – Performance Marketing Agency
May 2024 – Dec 2025

- Lead UI design of marketing websites, landing pages, and branded components with strong focus on visual hierarchy, consistency, and conversion
- Developed responsive design systems and reusable UI components using **Figma** and **Elementor**, with adherence to performance and accessibility goals
- Translated product goals into UI solutions aligned with data, audience insights, and A/B testing outcomes
- Collaborated daily with developers, copywriters, product leads, and marketing strategists
- Integrated AI design tools (Midjourney, Galileo AI) for creative exploration and prototyping

UX/UI & AI Designer / Amdocs – Freelance
Dec 2024 – Mar 2025

- Designed a complex AI-based product aimed at improving customer retention for global enterprise clients
- Conducted user research and translated business needs into intuitive user journeys, wireframes, and high-fidelity prototypes
- Crafted AI-driven visual simulations and interactive demos using generative tools, helping internal teams and sales stakeholders better communicate product value
- Collaborated with product managers, data scientists, and engineers in an agile environment to shape the product's UX strategy and visual identity
- Developed scalable design systems and contributed to UX documentation to ensure consistency and clarity across the product lifecycle
- Supported the pre-sales process by creating presentation assets and concept visualizations tailored for enterprise audiences

TOOLS & SKILLS

- Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Prototyping: Base44, Figma Make, Claude Code
- Analytics & Optimization: Hotjar, Mixpanel, A/B Testing
- AI & Research: ChatGPT, Claude, Perplexity
- Workflow: Jira, Miro