

NAAMA AVIOR

Senior Product Designer

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Hey, nice to meet you (:

Senior Product Designer with 20 years of experience turning complex user needs into simple, elegant, high-impact digital products. I've designed for cardiologists working under time pressure, investors making high-stakes decisions, and security teams in mission-critical operations - across medtech, fintech, and cybersecurity. I believe great design starts with listening and ends with measurable impact.

I'm also a huge animal lover, I cook delicious vegan food, and I'm convinced Tel Aviv is the best city in the world.

Tools

Figma · Figma Make · Claude · Gemini

Work Experience

Modiin - Product Designer (Reserve Duty)

2025–Present

Leading end-to-end UX/UI design for mission-critical cybersecurity systems supporting national security operations.

- Conducted extensive user research and product analysis to identify pain points and usability barriers.
- Redesigned complex system interfaces to significantly improve operational efficiency, response times, and the day-to-day experience of security teams.

MedHub-AI - Senior Product Designer

2024–2025

MedHub-AI builds deep-learning video analysis used live during cardiac catheterizations, giving cardiologists real-time diagnostic insights at the point of decision.

I joined at a critical pre-approval stage, when the system was cumbersome - usability and accessibility gaps, weak information hierarchy, unclear CTAs, and no visual consistency. I led a rapid, end-to-end UX/UI overhaul:

- Rebuilt the interface used during live cath-lab procedures for clarity and speed under pressure.
- Designed high-impact screens that supported the product's global expansion - improving clinical outcomes, enhancing patient safety, and minimizing unnecessary interventions.
- Partnered closely with engineering to ensure high-fidelity execution and strict adherence to design specs.
- **Result:** MedHub-AI earned approval from the Japanese Ministry of Health and is now in use in 20+ hospitals across Japan.

OurCrowd - UI/UX Designer (Full-Time)

2022-2024

Designed and strategized interfaces for OurCrowd's investment platform as an integral member of the product team.

- Increased user registration by redesigning the header and running A/B tests to optimize conversion.
- Designed an AI chatbot and the platform's annual live-event experience - including live agenda tracking, remote viewing, and live chat.
- Worked closely with product, development, and marketing to turn wireframes and prototypes into shipped, functional products.
- Contributed across the full spectrum: product screens, marketing pages, and website.

Digital Express - Web Designer (Freelance)

2016-2021

Designed sales sites, corporate websites, blogs, email campaigns, social assets, and employee-management systems for large organizations.

- Developed concepts aligned with client branding and worked closely with dev teams for accurate implementation.
- Created wireframes and prototypes that evolved into responsive, functional products.
- Delivered end-to-end branding and web design with a focus on color theory, typography, composition, and custom illustration.
- Recognized with multiple "Site of the Month" awards by Elementor.

Education

Ascola - Design Academy

2000-2004

Graduate of the Visual Communications Design Department.

Recommendations

Micky Sapir - VP of Product · 054-4723196 · recommendation letter attached · [LinkedIn](#)

Reut Yaron - Product Design Team Lead · 054-8181126 · [LinkedIn](#)