



Aviv Luria

UX/UI | Product Designer

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🌐 [LinkedIn](#)

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Education

UX/UI Design Course,
Netcraft Academy

2021

Graphic Design Studies,
Shenkar College- School of
Engineering & Design

2019 - 2020

Fashion & Styling Course,
Studio 6B

2018

Software & Technologies

Figma Illustrator

Adobe XD Photoshop

InDesign BI Systems

HRM Systems

Languages

Hebrew: Native

English: High level

Professional Summary

UX/UI Product Designer with 4 years of experience in designing and leading digital solutions for complex systems, including defense, medical, BI, and consumer platforms. Specializes in user research, UX planning, interface design, with a strong ability to analyze complex needs and translate them into focused, effective user experiences. Experienced in close collaboration with product managers, developers, and clients to create precise connections between business goals and user needs. Passionate about designing user experiences that combine creative thinking with a systems-oriented mindset, making complex systems simple, clear, and user-friendly.

Experience

Product Designer- Defence Sector (via Prologic) | Feb 2024-Present

- Designed and defined user experience for complex operational systems, including BI, ERP, and strategic dashboards, tailored to multiple user levels and dynamic usage environments.
- Implemented UX methodologies in the development of operational systems, adapted to defense-related contexts, and trained product managers on integrating UX principles into workflows.
- Improved accessibility, usability, and efficiency of core interfaces, resulting in over 50% increase in active system usage.
- Translated complex operational requirements into clear visual solutions, including dynamic organizational structures and multi-layered data views.
- Led end-to-end design processes- from research and UX planning through UI design, usability testing, and developer handoff.

UX/UI Designer - ZING UI | 2021-2024

- Designed user interfaces for a wide range of projects including medical systems, BI reports, procurement systems, consumer apps, and financial platforms.
- Worked on projects both as part of a team and as a lead designer- from ideation and research through to development handoff.
- Designed functional and marketing-oriented applications and websites, including admin systems and CMS platforms.
- Collaborated with a Norwegian development company, maintaining ongoing communication with in-house development teams.
- Adapted designs to evolving needs through continuous dialogue with clients and product managers, successfully handling complex challenges that led to continued collaboration.

Graphic Designer - Freelance | 2020-2021

- Led branding processes for businesses from initial concept through visual identity development to full production.
- Designed a wide range of marketing materials including logos, packaging, magazines, posters, and merchandise, integrating custom illustration and tailored typography.
- Managed end-to-end projects with clients, vendors, and print houses, translating complex messages into clear and consistent visual language.

Volunteer Work

Animal Rescue & Adoption Volunteer | 2023-2024

- Participated in locating lost or abandoned animals and matching them with suitable foster or adoptive