

Naor Attia

Product Designer

www.naorattia.com

hello@naorattia.com

+972-54-4420049

ABOUT

A self-motivated designer with extensive experience of turning concepts into realities.

Passionate about solving complicated problems using elegant solutions.

WORK EXPERIENCE

IRONSCALES, Product Designer

2020 - PRESENT

- Leading the entire design process, from ideation to production.
- Refactoring key features in the product while collaborating with executive stakeholders, product managers, and developers.
- **Highlight:** Implemented and continuously improving a design system to establish product consistency, reducing ideation time and costs.

Freelance, Product Designer

2018 - 2020 | EXPERIENCED WITH CYBER SECURITY, PROPTECH, WEB-APPS

- Crafted SaaS, B2C and B2B products for startups in various stages ranging from early startup idea validating through fully operating companies with 50,000+ active users.
- Conducted an end-to-end design process while collaborating with executive stakeholders, product managers and developers.
- **Highlight:** Collaborated with Agora, a SaaS white-label investment platform for real-estate firms. I led all of the design aspects of the product while remaining agile through a pivot all the way through launch.

KentaCat, Co-Founder

2017 - 2018

- Co-founded an e-commerce store served over 5,000 customers worldwide.
- Managed day-to-day business functions as well as all visual design aspects including brand identity, web design, user testing and marketing materials.
- Implemented a user testing approach that increased purchase conversion rates by 150%.
- **Highlight:** Gained invaluable business insight on all aspects of running a business on a worldwide scale, which was later implemented through design decisions with my freelance clients

Quartz Technologies, Co-Founder & UI/UX Designer

2011 - 2017 | EXPERIENCED WITH CMS, LEGAL, MOBILE GAMING, TRAVEL & LEISURE

- Co-founded a product development company comprised of a small team working under the development and marketing departments.
- Managed the day-to-day business functions from marketing strategies, business development and leadership of team members.
- Led the design and was in charge of producing all visual design aspects for clients and in-house digital products.

Pear Services, Graphic Designer

2007 - 2011

DESIGN SKILLS

UI/UX, Design Systems, Wireframing
Prototyping, Researching,
Data Visualization, Illustrations

TOOLS & WORKFLOW

Figma, Adobe Photoshop, Adobe
Illustrator, Adobe After Effects, Adobe
InDesign, Zeplin, Notion

Basic HTML & CSS

EDUCATION

Interaction Design Foundation

2019 - PRESENT

Advanced UI/UX Course, 6B Studio

2020 - 2020

"Not an MBA", Jolt

2019 - 2020

VOLUNTEER EXPERIENCE

Zikaron, Co-Founder

2016 - 2017

- A non-profit mobile app dedicated to preserve the memory of the Holocaust and help the Holocaust survivors.
- Executed all visual design stages from concept to final hand-off to development and marketing.

MILITARY SERVICE

Adjutant Corps

2013 - 2016

LANGUAGES

Hebrew

Native

English

Fluent