

# Naor Attia

Product Designer

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## ABOUT

A self-motivated designer with extensive experience of turning concepts into realities.  
Passionate about solving complicated problems using elegant solutions.

## WORK EXPERIENCE

### Freelance, Product Design

2018 - PRESENT | EXPERIENCED WITH PROPTech, CYBER-SECURITY, DESIGN

- 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.
- **Highlight:** Implemented an efficient design process that saved us both time and development costs.

### Pear Services, Graphic Designer

2007 - 2011

- Worked on a variety of projects including web design, branding, marketing materials and illustrations.

## 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

### "Not an MBA", Jolt

2019 - PRESENT

### Interaction Design Foundation

2019 - PRESENT

## 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