



OR NOGA EYLEN

Product Designer

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📁 [Portfolio link](#)

🌐 [LinkedIn](#)

EDUCATION

Media Design Practical
Engineering Degree

Sapir Collage | 2014 - 2017

UX Designer

Netcraft Academy | 2021

EXPERTISE

- End-To-End Product Design
- User-Centered Design
- Cross-Functional Work
- Complex System Design
- UX Research And Discovery
- AI-Integrated Workflow
- High-Fidelity UI Design
- Design Systems
- Usability Testing
- Translating Technical Needs
- Prototyping And Handoff
- Accessibility Basics

LANGUAGE

- Hebrew - Fluent
- English - Intermediate

ABOUT ME

Senior Product Designer with 6 years of experience, including 5 years as a Senior UI/UX Designer and Team Lead, and specialized experience as a Solo Product Designer in the B2C Cybersecurity sector. Expert in leading the end-to-end design lifecycle from discovery and UX research to high-fidelity UI and delivery. Proven ability to translate complex technical requirements into intuitive user experiences while driving cross-functional collaboration and consistent design execution.

WORK EXPERIENCE

Product Designer | Reasonlabs

2025-Current

- **Solo Product Lead:** Owned the end-to-end design lifecycle, from discovery and research to high-fidelity UI and delivery.
- **Strategic Partner:** Defined user problems and product roadmaps in direct collaboration with Product Managers.
- **Technical UX:** Translated complex cybersecurity requirements into intuitive, engaging B2C user experiences.
- **Dev Collaboration:** Synced daily with FE/BE engineers to ensure technical feasibility and high-quality implementation.
- **Design System:** Built and maintained a scalable system to ensure consistency and accelerate development.
- **Iterative Design:** Optimized product performance through stakeholder reviews and continuous feedback analysis.

UX/UI Team Lead & Senior Designer | PitangoUX

2019-2025

- **Design Leadership:** Managed and mentored a team of 4 designers while leading complex projects from discovery to final delivery.
- **End-to-End Design:** Owned the design lifecycle, including UX research, persona mapping, wireframing, and high-fidelity prototyping.
- **Strategic Execution:** Aligned business goals with user-centric design strategies through design thinking workshops and agile methodologies.
- **Cross-Industry Expertise:** Delivered intuitive solutions for diverse sectors, including Fintech, Gaming, and Cyber.
- **Collaboration:** Partnered with Product Managers and developers to ensure design feasibility and high-quality implementation.