

# NOA NIV

## UI/UX & MARKETING DESIGNER

Versatile UI/UX and graphic designer with a proven track record of creating engaging digital experiences across web, mobile, and e-commerce platforms. Skilled in user research, interaction design, interface development, and visual branding. Passionate about combining aesthetic design with data-driven user-centric solutions.

🏠 Hod Hasharon

📞 0526866381

✉️ nivnoa@gmail.com

🌐 <https://www.noaniv.com/>

### DESIGN SKILLS

- Figma (Expert level - Design & Interactive Prototyping)
- Shopify (Store Design & Backend Management)
- Photoshop
- XD
- Illustrator

### LANGUAGES

- Hebrew (Native)
- English (professional)

### EDUCATION

2019-2020 |

**UX/UI studies, Netcraft Academy**  
User Experience and User Interface course

2009-2013 |

**Bachelor of Industrial design, Holon Institute of Technology**

During my studies, 10 of my projects were presented at exhibitions.

### AND WHO AM I?

- A Creative Soul
- A Child at heart
- Loves “DIY” projects
- Loves food, laughter & Netflix

### PROFESSIONAL EXPERIENCE

2024 - Present | **Freelance: UI/UX & Brand Designer**

- Developed comprehensive brand identities for multiple clients, including brand strategy, visual language, design systems, and graphical elements that ensure cohesive brand experiences across touchpoints
- Designed and developed e-commerce websites and landing pages using Shopify and Figma, optimizing user flows for conversion and seamless purchase experiences
- Created strategic digital marketing assets including email campaigns, social media content, and promotional graphics that drive brand awareness, engagement, and customer retention

2021-2024 | **UI/UX & Marketing Designer - D2C & B2B | Curalife start-up**

- **Product Designer - Develop Health and wellness Application with Personal Bot**
  - Served as the lead designer for Curalife's health-focused mobile application, crafting intuitive experiences for end users
  - Utilized user research insights to map out seamless user flows and information architecture
  - Designed the application's interface, including a personalized health assistant bot, to simplify the user experience
  - Created high-fidelity prototypes to validate design solutions and gather stakeholder feedback
  - Ensured the application's design remained aligned with Curalife's brand identity and user needs, both for customers and partner organizations
- **Creative Team - Website Design & User Research**
  - Partnered with the creative team to maintain and optimize the Curalife e-commerce website for an enhanced customer experience - [view site](#)
  - Conducted comprehensive user research to identify pain points and inform the ongoing website design
  - Implemented design strategies that improved the user experience and increased conversion rates by 12%
- **Marketing Designer**
  - Designed visually engaging social media posts and graphics that drove a 26% increase in user engagement
  - Created impactful email marketing campaigns, resulting in a 57% life
  - Collaborated with the marketing team to develop cohesive brand messaging and visual assets for both D2C & B2B channels

2021-2022 | **Freelance- UX/UI project |NEXT-ID company**

- Developed the UI and interactive experiences for NEXT-ID's cannabis oil product machine application
- Created intuitive user flows and design concepts to simplify the operation of the complex machinery
- Designed engaging visual elements and animations to enhance the overall user experience