

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.

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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 “Do It Yourself” projects (DIY)
- Loves food, laughter & Netflix

PROFESSIONAL EXPERIENCE

2024 | **Freelance- UX/UI designer | Oasis company**

- Established the complete brand identity from scratch, including logo, color palette, typography, and design guidelines
- Designed product packaging and labels for the supplement product line, ensuring clear communication of product benefits and brand values
- Created a consistent visual language that translates effectively across all physical and digital materials
- Built and designed a complete e-commerce website using Shopify, focusing on intuitive navigation and seamless purchase experience <https://oasishealth-tech.com/>
- Managing social media presence and content strategy to build brand awareness and engagement

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
 - 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