

Orna Zusman Nevo

Senior Product & UX Designer

B2B Complex UX | Multi-Role Workflows | Design Systems

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ABOUT ME

Senior Product & UX Designer specializing in complex B2B SaaS platforms and enterprise systems. My foundation is in brand and graphic design, where I spent many years working with color theory, typography, and visual systems, while learning and practicing front-end development hands-on along the way. That background shapes how I think about systems, engineering constraints, and design craft together. I own the full product design lifecycle from discovery and research through prototyping, design systems, and engineering handover. I work closely with product, engineering, and stakeholders in Agile environments, and constantly experiment with AI tools to create workflows that produce thoughtful, quality outcomes while speeding up processes. I am particularly interested in how AI can help people and organizations work more effectively, make better decisions, and navigate complexity. A recurring theme throughout my career has been stepping into unfamiliar domains, rapidly building context, and delivering meaningful outcomes on complex projects, often beyond what would typically be expected from my formal experience level.

EXPERINCE

Senior Product & UX Designer | *CET (Center for Educational Technology)*

July 2022 - January 2026 | Israel's oldest and largest EdTech organisation

- Led end-to-end UX for a complex multi-platform ecosystem: an internal content authoring studio serving both teachers and content creators across varying technical skill levels, a student-facing learning player, and a teacher-facing LMS (lesson delivery, task assignment, feedback, and grading), aligning product, engineering, and cross-functional stakeholders across a multi-role environment.
- Participated in architecture decision discussions with engineering, contributing design perspective to technical planning and ensuring UX considerations were built into the product's foundations.
- Eliminated developer bottlenecks by replacing fragmented legacy tools with a unified creation system, cutting content unit production from weeks to days (~75% faster).
- Mapped end-to-end workflows for multi-role internal users, identified friction across flows and touchpoints, and redesigned processes to reduce cognitive load and improve task efficiency.
- Built CET's first scalable design system from scratch: tokens, components, interaction patterns, and WCAG 2.1 accessibility standards, ensuring consistency across hundreds of modules.
- Partnered with product, engineering, and data to define success metrics and translate usability insights into measurable improvements in adoption and clarity.
- Owned the full design lifecycle: discovery, research, journey mapping, wireframes, prototypes, and high-fidelity Figma designs through to developer handoff, design QA, and post-launch iteration, including navigating design tradeoffs, contributing to A/B testing to validate decisions, and raising and tracking implementation tickets.

UX Designer | *Motorola Solutions*

December 2018 - June 2022 | B2B enterprise, mission-critical systems

- Designed mission-critical B2B systems: a national alert platform and an emergency call-center CRM, optimising data-heavy operational dashboards for real-time, high-stress decision-making.
- Mapped complex multi-role user journeys and operational flows, turning ambiguous requirements into structured, reliable experiences where information clarity and decision speed matter most.

- Validated prototypes with end users and stakeholders in real operational contexts, iterating to improve interface clarity and reliability under pressure.
- Collaborated closely with engineers, IT experts, and data analysts on implementation, including HTML/SCSS front-end work in an Angular environment, to ensure design translated accurately to shipped product.

Designer | *Early Career & Freelance*

2004 - 2018 | *Marketing, digital, and web design across health, culture, and education*

Built a long career in graphic, marketing, digital, and web design before transitioning into UX and product design in 2018. This background informs how I approach visual clarity, system structure, and user communication across every project.

Independent AI Project | *Personal Initiative*

December 2025 - present

- Designed and built a working micro-SaaS app for nurse shift management and payments using Lovable (AI-assisted development platform), taking the product from concept to functional app with full UX and product logic ownership.
- Actively researching AI workflows and the evolution of the senior product designer role in the AI era, applying new approaches to research synthesis, rapid prototyping, and design decision-making.

KEY SKILLS

Core Expertise: User research & synthesis | Workflow & service design | End-to-end product design | B2B complex workflows & multi-role systems | Information architecture & data-heavy UX | Design systems & scalability | Systems thinking | Stakeholder communication & design storytelling | Accessibility (WCAG)

Tools: Figma, FigJam, Miro, Adobe XD/CC | Lovable, Claude, ChatGPT, Codex, Cursor | Notion, Obsidian, GitHub workflows | HTML/CSS (handoff & collaboration) | Google Analytics, Hotjar

Process: Agile/Scrum | Workshop facilitation & stakeholder alignment | Design reviews & critique | Mentoring designers | Cross-functional collaboration

EDUCATION

Professional Diploma, Product & UX Design | Professional Diploma, Web Design (advanced: database-driven web, foundations of UX) | Ongoing development: Figma Design Systems, Accessibility, Udemy & LinkedIn Learning

LANGUAGES & LOCATION

English: Professional | Dutch: A2 (basic, actively developing) | Location: Amstelveen, The Netherlands | No visa sponsorship needed