

Orna Zusman Nevo Senior Product & UX Designer

UX research, complex workflows & design systems • 15+ yrs design • Agile collaboration

✉ ozusman@gmail.com ☎ +31 68 760 0517 🌐 [Linkedin.com/in/ornazusman](https://www.linkedin.com/in/ornazusman) Portfolio: ozuxit.com

About Me

I am a Senior Product & UX Designer based in Amstelveen with extensive experience designing complex, system-driven products. Before specializing in UX and Product Design in 2018, I spent over a decade in branding, marketing, and web design, building a strong foundation in visual clarity, usability, and system thinking.

At Motorola and CET, I designed large-scale, data-heavy platforms, translating complex requirements into clear, user-centered solutions. I work closely with product managers and engineers, and I am currently exploring vibe coding and AI-assisted prototyping to accelerate iteration and end-to-end experimentation.

Experience

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

July 2022 – Jan 2026

Key responsibilities and achievements:

- Led end-to-end product and UX design for HendrX, a B2B SaaS content creation and learning platform used by thousands of educators and students, including complex dashboards, multi-step workflows, and real-time classroom interactions
- Owned the full design lifecycle from discovery and research to user flows, interactive prototypes, and final UI in Figma, simplifying complex systems into intuitive experiences
- Conducted user research, journey mapping, and usability testing to reduce cognitive load and improve task efficiency across multi-role workflows
- Built CET's first scalable design system, defining components, logic (e.g. scoring and evaluation states), accessibility standards, and consistency across hundreds of learning units
- Collaborated with PMs, engineers, data analysts, and QA in Agile sprints, contributing to roadmap decisions, success metrics, and design handoff
- Mentored a part-time designer and supported cross-team alignment through documentation and design guidelines

UX Designer at Motorola Solutions

December 2018 – June 2022

Key responsibilities and achievements:

- Designed and co-defined mission-critical systems, including a national alert platform, emergency call center CRM, and B2B compliance systems, optimized for data-heavy, high-stress environments
- Validated prototypes with end users alongside stakeholders and IT analysts to ensure clarity, reliability, and fast decision-making
- Collaborated closely with developers on front-end prototyping (Angular, HTML, CSS, SCSS) to ensure design-to-code accuracy
- Partnered with product and data teams to define KPIs and design dashboards for complex operational data

Early Career & Freelance

2006–2018

Delivered branding, web, and product UX design across health, culture, SaaS, and education sectors. Built websites and interactive platforms, combining creative design with front-end collaboration. Transitioned from graphic and marketing design into UX and product design, later working on complex enterprise systems at Motorola and CET.

Key Skills

Product Design & UX

- End-to-end product and UX design: research, discovery, wireframes, interactive prototypes, polished UI and design specifications
- Designing complex workflows for B2B SaaS, data-heavy systems, and high-stakes platforms
- Usability testing, user workshops, and iterative feedback loops
- Scalable design systems: tokens, components, accessibility, and consistency
- Data visualization and simplifying layered information through clear, intuitive interfaces
- Product discovery, problem framing, and translating business requirements into UX solutions
- Data-informed design: integrating analytics and user behavior into decisions

Tools & Technology

- Figma, FigJam, Miro, Adobe CC, Sketch, Lovable
- HTML, CSS, SCSS (handoff and prototyping), Google Analytics
- GitHub workflows, Notion, MS Teams, Office
- Advanced Figma and AI-assisted prototyping for user flows, interactions, and rapid iteration

Collaboration & Workflow

- Agile/Scrum teamwork with product, engineering, and stakeholders
- Stakeholder communication and expectation management
- Cross-functional design definition and design reviews
- Extending and applying design system components

Education

- Professional Diploma – Web Design (advanced: Dreamweaver, ASP, database-driven web design; foundations of UX)
- Professional Diploma – Product & UX Design
- Ongoing development: Figma Design Systems, Accessibility, Udemy & LinkedIn Learning courses
- Equivalent to an academic degree through extensive professional training and 15+ years of hands-on design experience

Additional Contributions

- Experienced in front-end prototyping (HTML/CSS) and close collaboration with developers
- Strong focus on accessibility and inclusive design (WCAG, alt text, keyboard navigation)
- Recognized for combining structure and creativity, from strategic co-definition to hands-on delivery

Languages

- English – Professional
- Dutch – Basic (A1, beginner)

Why Choose Me?

I specialize in simplifying complex, data-heavy workflows into clear, intuitive product experiences, partnering closely with Product and Engineering to deliver scalable, high-impact solutions.

Location & Work Eligibility

Based in Amstelveen, The Netherlands • No visa sponsorship needed