Orna Zusman Nevo Senior Designer (Product & UX)

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

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About Me

Senior Product Designer with 6+ years in UX and product design for SaaS and mission-critical platforms, and over 15 years of professional design experience overall. Skilled in research, workflow design, prototyping, and usability validation, with strong expertise in design systems. Known for turning complex processes into intuitive solutions and for collaborating closely with Product and Engineering in Agile environments.

Experience

Senior Product & UX Designer at CET (Center for Educational Technology)
July 2022 - Present

Key responsibilities and achievements:

- Led end-to-end design for HendrX, a SaaS content-creation and learning platform used by thousands of educators and students.
- Owned end-to-end design: research, discovery, flows, wireframes, prototypes, and polished UI in Figma.
- Conducted user research, journey mapping, and usability testing to improve task efficiency and clarity.
- Created CET's first scalable design system, introducing component-based workflows and accessibility standards across teams.
- Collaborated daily with PMs and engineers, driving iterative delivery in Agile sprints and mentoring a part-time designer.
- Helped shape the product roadmap and feature prioritization through user insight and feedback loops.

UX Designer at Motorola Solutions
December 2018 - June 2022

Key responsibilities and achievements:

- **National Alert Messaging System:** Co-defined and designed a mission-critical alert platform from the ground up with IT analysts and stakeholders. Created operator dashboards and workflows based on research and task analysis, producing prototypes optimized for high-stress, real-time scenarios. Validated designs through usability testing with end-users and stakeholders, ensuring reliability and clarity.
- **Emergency Call Center CRM:** Designed an enterprise CRM that streamlined workflows for rotating operators, reducing complexity in case handling. Developed user journeys, prototypes, and validated concepts through iterative usability sessions.
- **Hazardous Materials Compliance Platform:** Designed a B2B compliance platform commissioned by regulatory authorities, simplifying highly technical workflows for businesses handling hazardous materials. Partnered with developers on front-end prototyping (Angular, HTML, CSS) to bridge design and implementation.

Early Career & Freelance
2006-2018

Delivered branding, web, and product UX design across health, culture, SaaS, and education. Built websites and interactive platforms, combining creative design with front-end collaboration. Transitioned from a long-term career in graphic and marketing design into UX and product design, later gaining strong enterprise experience at Motorola and CET.

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Key Skills

Product Design & UX

- End-to-end product design: research, discovery, wireframes, prototypes, polished UI, specs.
- Complex workflows for B2B SaaS and mission-critical platforms.
- Usability testing, workshops, and feedback loops.
- Scalable design systems (tokens, components, accessibility, consistency).
- Data-informed design: integrating analytics and user behavior into decision-making.

Tools & Technology

- Figma, FigJam, Miro, Adobe XD/CC, Sketch
- Notion, GitHub workflows, MS Teams/Office
- HTML/CSS (handoff & collaboration), Google Analytics
- AI-assisted research & ideation

Collaboration & Workflow

- Agile/Scrum teamwork with product, engineering, and stakeholders.
- Stakeholder management & design reviews
- Cross-functional co-definition and design reviews.
- Mentorship & team coaching
- Extending and applying design system components
- Building design culture in fast-growing teams.

Education

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

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Additional Contributions

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

Languages

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

Why Choose Me?

Known for combining UX research with pixel-perfect UI, I excel at simplifying technical complexity into intuitive solutions. I work as a true partner to Product and Engineering, scaling design systems and creating alignment across stakeholders. Recognized for bringing structure and positivity into teams, I balance creativity with practicality to deliver designs that are both impactful and feasible.

Location & Work Eligibility

Based in Amstelveen, The Netherlands • No visa sponsorship needed