Aviad Oren

Senior Product Designer & Team Lead

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EXPERIENCE

Wandz.ai (Previously Namogoo) / *Product Design Team Lead* 2023 - 2026

- Partnered closely with executive leadership on the strategic pivot to Wandz.ai. Managed a 3-person team from initial research to product launch.
- Designed a real-time predictive AI platform focusing on in-session behavioral signals and intent prediction.
- Co-led the global product integration following acquisition by AB Tasty, aligning with the co-founders and dev team to ensure a seamless transition.

Namogoo / *Senior Product Designer* 2021 - 2023

- Led the product design team to build the "Sunstone" design system, redesigning 100+ screens to establish industry-standard UI/UX across 5 company products.
- Designed a real-time ML system that predicts shopper intent to trigger automated, intent-based promotional pop-ups.
- Owned the design of the Remarkety (acquired by Namogoo) Journey Editor, enabling brands to build complex, multi-step marketing automation workflows.

Panda Trading Systems / *Product Designer* 2018 - 2021

- Directed end-to-end design for complex B2B Fintech solutions, including a brokerage CRM, an advanced trading platform, and more products.
- Designed a high-performance web trader platform integrated with a real-time social "copy trading" ecosystem, serving over 1 million global users.
- Redesigned the core brokerage CRM from the ground up, implementing dozens of UX efficiency improvements and a modern UI that optimized daily user workflows.

DevSense / *UX/UI Designer* 2015 - 2018

- Executed the design of approximately 50 digital products from initial UX research insights, wireframes, and prototypes to final launch across diverse industries.
- Partnered with global brands like Pizza Hut, SodaStream, Tiny Love, and Burger Ranch, as well as early-stage entrepreneurs, to translate complex business requirements into intuitive digital products.

Moked Hapirsum | *Graphic Designer* 2009 - 2011

EDUCATION

Israeli UX Certification Program - UXV Certified 2021

B.Ed.Des - Visual Communication - Wizo Haifa 2011 - 2015

LANGUAGES

Hebrew (Native), English (Full Professional)