



NOAM LAIST





ABOUT ME

I'm a skilled Product Designer with an experience in designing apps and web products from concept to completion. I have developed over the years very good team work, analytical thinking skills and leadership skills.

I have a keen eye for aesthetics and attention to detail, from the research phase to handing over the pixel perfect design mockups to Dev department and of course, making the necessary improvements based on users feedback.

I am constantly in a quest for resources to improve my professional abilities and eager to be better at what I do.

CONTACT

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EXPERIENCE

Senior Product Designer

2019-Present

EX.CO (Formerly known as Playbuzz)

- Collaborated with the product manager & VP Product along the process of shifting to a premium SaaS platform.
- Solved complex product challenges with the help of user interviews, competitors research and brainstorming.
- Designed all the way from pencil sketches to pixel perfect prototypes and finally articulated concepts to stakeholders.
- Migrating the design team to Figma while developing and maintaining EX.CO's design system.

Product Designer

2015-2019

FREELANCER

- Designed Apps & websites. Led by creativity to solve diverse design issues, at all phases of product lifecycle.
- Worked with a growing start-up on designing their product from scratch: Branding, UX and UI.
- Took part in the design team who implemented the new brand language for "Partner".

Head of Design

2016-2018

SUPERR

- Worked along with the product manager on planning user experience process for upcoming product features.
- Created wire-frames, prototypes and the UI design for Superr's web product and app.

Creative Director & Senior Art Director

2006-2015

VARIOUS LEADING ADVERTISING AGENCIES

- As Creative Director, I was recruited by the CEO to lead a team of 5 creatives.
- Managed all the online and offline creative products from start to finish.
- Worked closely with Strategy & Account dept. and took an active part in decision making.
- As a Senior Art Director, I created creative work for web & mobile campaigns, designed landing pages, websites, print & billboards.

EDUCATION

Netcraft Academy

2015

USER EXPERIENCE DESIGN COURSE

School of Visual Arts NYC

2004 - 2005

VARIOUS ADVERTISING COURSES

Ascola Meimad

2002 - 2004

DESIGN & VISUAL COMMUNICATIONS

H.I.T

2000 - 2002

DESIGN & VISUAL COMMUNICATIONS

MILITARY SERVICE

Combat soldier at "Givati". Released due to a combat injury in Lebanon.

1997-1998

SKILLS

Sketch • Figma • Invision • Photoshop • Illustrator • Indesign. Mac & PC.

LANGUAGES

Hebrew - Mother tongue • English - Mother tongue level