

# OR BEN ATTIA

Senior UX/UI Designer

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## Experience

### WeCheck | 2022 - Present

Senior UX | UI Design

- **Redesign and definition of complex systems:** Improved user experience, increased conversion rates by 30%, and significantly reduced customer service inquiries.
- **Design and definition of a new products:** Designed and defined 3 new products, focusing on seamless user experience while ensuring compliance with relevant regulations.
- **Collaboration with Developers:** Worked closely with developers to maintain clean and efficient code, improving product launch timelines.
- **Leading Digital Campaigns:** Collaborated with marketing and business teams, aligning with company goals, and creating a smooth user journey from initial exposure to conversion.

### Freelance | 2018 - 2022

UX | UI Design

- **App Design and Specification:** Designing and specifying apps according to the client's needs, developing an efficient work strategy, and fully collaborating with the client's development teams.
- **Website Design, Specification, and Development:** Planning and executing a detailed work plan while coordinating development timelines with clients. The focus is on creating design solutions aimed at increasing sales and leads. The website is built using WordPress, ensuring optimization and high quality.
- **User Research:** Identifying and defining the target audience for each project, analyzing existing user issues, and providing effective solutions tailored to their needs.

### Capitl-H | 2016-2018

UX | UI Design

- **Website/App Design and Development:** Managing the full design and development process according to client needs, collaborating with development teams, and delivering a final product on schedule.
- **Improving User Experience in Existing Applications:** Conducting user research, identifying issues, and improving the design and user experience based on client feedback.

## About

I'm Or Ben-Attia, a UX/UI designer with 6+ years of experience in designing complex systems, developing new products, and building digital campaigns. I focus on creating designs that deliver real value to both users and products, with a functional and intuitive approach aimed at optimizing user experiences and driving results.

## Skills

Figma	Premiere Pro
Xd	Wordpress
Photoshop	Miro
Illustrator	ClickUp
After Effects	Midjourney

## Education

2021-2022

- **Unit for Foreign Studies**  
User Experience

2018-2020

- **HackerU**  
UX/UI Design

2017-2017

- **Tafnit college**  
Wordpress

2013-2015

- **Tafnit college**  
UX/UI Design

**Portfolio**  
[orbenattia.com](http://orbenattia.com)

