NOA REZNIK

Product UX/UI designer and manager with expertise in leading UX and development teams to **create user-centerd solutions that drive efficiency and innovation.** Experienced in managing design and delivery of critical and complex systems in the heart of Israel Air Force (IAF) operation and administrative softwares.

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EXPERIENCE

Head of Product Department (2022- 2024)
Ofek Unit – IAF's operational technology unit

Led teams of UX design and frontend teams, managed external design vendors to **deliver user-centered products** across the IAF.
- Defined and executed product strategies for diverse operational and data-driven MVPs, focusing on customer needs, competitive analysis and problem-solving.
- Collaborated with cross-functional teams, including development, engineering, funds, information security and Ai.
- Led organizational restructuring of the product designers, managers and UI developers, achieving a 30% reduction in UI development time, enhancing resource efficiency at no additional cost.

Product Design Team Lead (2019-2022)
Ofek Unit – IAF's operational technology unit

Managed a UX team, supporting with practical and educational guidance stages of product design (UX,UI).
- **Led unified experience and visual design language**, enhancing and supporting user-needs, improving the operational use of multiple systems at the same time.
- Led redesigns and new products, using user research, data-driven decisions, strategy, vision, and feedback management throughout **all UX, UI stages** (Interview, Research, Concept, Wireframe, Prototype, Design).
- Collaborated with cross-functional teams including development, engineering, customer support, innovation and more.

Air Traffic Controller (2015-2019)
Israel Air Force

Responsible for training programs and mentoring to the junior ATC's and managed the tower's schedule and shifts.

EDUCATION

4th year student for B.A. Psychology and Cognitive Science
The Open University of Israel

UXV Certification Program (2019-2020)
John Bryce

Graphic Design - Adobe Suite (2018-2019)
Shenkar – Engineering, Design, Art

VOLUNTEERING

"ProWoman" (2024- Today)
Participating in the design team and website development for the organization.

Tzofim Community Service (Shnat Sherut) (2013-2014)
Participated in a year of community service, worked with teenagers and the local institutions to support and promote educational activities.

SKILLS

- Product design team management
- Strategic and Vision thinking
- Project Management
- UX, UI Design process
- Agile Mindset
- Strong Interpersonal Skills
- B2B, Saas

Tools

- Figma and Adobe suit
- Jira, Trello, Notion, Slack, Monday
- Ai tools

LANGUAGES

Hebrew (Native speaker)
English (Fluent)