



Aviram Peleg

PROFILE

Design leader with 10+ years of experience creating and scaling digital products across cybersecurity, medical, and industrial (OT) domains.

Expert in building and governing large-scale design systems, defining UX strategy, and bridging design, engineering, and business goals. Combines design craftsmanship with systems thinking and AI-enhanced processes to deliver clear, consistent, and human-centered experiences.

Recognized for driving organizational change through intelligent design operations and empowering multidisciplinary teams to design at scale.

CORE EXPERTISE

- UX Strategy & Product Experience
- Design System Architecture & Governance
- AI-Assisted Design Workflows & Conversational UX
- Enterprise, Medical & Complex System Design
- Cross-Functional Design–Dev Collaboration
- Design Ops & Brand Evolution

EXPERIENCE

Lead UI / Design System Designer, Armis Security

2021 – Present | Tel Aviv

- Lead the creation and continuous evolution of the Armis’ product Design, unifying multiple products and teams under one visual and behavioral language.
- Defined the system’s architecture and governance to ensure seamless Figma ↔ Code parity.
- Partnered with engineering to integrate AI-assisted workflows for component generation, documentation, and QA validation.
- Drove product-wide accessibility improvements and introduced cross-platform theming and scalability.
- Mentored teams, streamlined processes, and improved collaboration between UX, Dev, and Product.

Head of UX / UI, TAMUZ Group

2020 – 2021 | Kfar-Sava

- Built and led the UX / UI department (1–4 designers) serving enterprise clients in operational technology (OT) and medical domains.
- Defined complex user flows, interfaces, and design systems for mission-critical applications and control environments.
- Balanced technical constraints with usability requirements to create clear, safe, and reliable user experiences.
- Acted as the design partner for development teams, ensuring design consistency across complex products.

Head of Design, Hometalk Inc.

2019 – 2020 | Jerusalem / New York

- Led all UX / UI activities for Hometalk’s web and mobile platforms, managing a small design team.
- Oversaw large-scale user testing and data-driven optimization for a global B2C community product.
- Defined the brand’s visual and UX language, driving a major platform modernization and mobile expansion.
- Partnered with analytics and engineering to translate behavioral data into actionable design improvements.

TEACHING

- Digital Product Design Program Lead, **The Open University** — Leading curriculum development, mentoring faculty, and supporting student success.
- UX Design Lecturer, **Holon Institute of Technology (HIT)** — Teaching practical courses and studio workshops in user experience design.

EDUCATION

Bezalel Academy of Art and Design

B.Des — Visual Communication

LANGUAGES

Hebrew: Native | English: Fluent

SKILLS

Research | AI Tools | Figma | Adobe Suite | Prototyping and motion