

Lior Baum

Product & UX Designer

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Experience

Align Technology | UX/UI Designer

Dec 2024 – Present

- Improved key parts of the iTero™ scanner experience, focusing on how doctors and patients move through the system.
- Redesigned navigation and content structure within the iTero™ Store to enhance discoverability and usability of scanner options and accessories.
- Designed the full UX experience around scanning – from patient onboarding and scan setup to post-scan insights and next steps.

BigIdea | UX/UI Designer

Jul 2024 – Oct 2024

- Led the redesign of the asset management panel within a complex privacy system.
- Designed flows that supported automated risk detection in sensitive data environments.
- Partnered with privacy officers and PMs to refine logic and improve system trust and usability.

WizeCare | UX/UI Design Intern

Jul 2023 – Nov 2023

- Reimagined clinician dashboard to reduce friction in digital physical therapy sessions.
- Conducted interviews with stakeholders and therapists to identify pain points and deliver improved task flows.
- Created onboarding flows and visual guidance assets to support product adoption.

Education

Shenkar College of Engineering, Design and Art

Graduated: 2025

BA in Visual Communication

Ort Shapira High School

2014 – 2017

Advertising and Communication

Skills

- UX Strategy & Design Thinking
- Product Discovery & User Research
- Wireframing & Prototyping
- Interaction Design & Microinteractions
- UI Systems & Component Libraries
- Site Building in Webflow & Cursor

Tools

- Figma
- After Effects
- Illustrator
- Photoshop
- Webflow
- Vibe Coding™
- HTML/CSS