

LAURA ATTIAS

SKILLS

Figma, Adobe Photoshop, Illustrator, Webflow, WordPress, Elementor, Wix

EXPERIENCE

Moveo Group - Product Designer

Aug 2024 - Today

Formulating product ideas & concepts, characterizing & designing, matching the technology process through working with the development and product team for multiple projects:

- National Level CyberSecurity Platform: Led end-to-end UX/UI design for a cybersecurity platform, from user research and wireframes to complex feature design and developer support, creating intuitive tools for analyzing large datasets.
- Short Drama App: Led the UX process for an innovative interactive streaming app, from market research and product scoping to low- and high-fidelity wireframes and prototypes.
- Carbyne: Improved the Figma design system by organizing variables for one-click light and dark mode, and designed new features across multiple company products.

AuraPlayer - UX/UI & Graphic Designer

Aug 2023 - Aug 2024

Designed new website visuals and a redesigned user flow that increased weekly user engagement by 40%, while creating intuitive UX/UI solutions for the automation platform tailored to users' technical skill levels.

EDUCATION

Moveo Group - Skills

Aug 2024

Individual 2 months training program, designated for Moveo's professional and service standards.

Reichman University - BA Interactive Communication

2021 - 2024

- Merit Scholarship Student & Dean's List 2021-2022.
- Specializing in UX Research and Design, with a Minor in Business Administration.

MILITARY SERVICE

Intelligence Service, IDF

2019 - 2021

- Target Investigator - Provided critical intelligence on the armament capabilities of enemy countries while completing complex data analysis.
- Developed design templates and visual identity for the Technological Department.

LANGUAGES

French (Native), Hebrew (Fluent), English (Fluent)