

# Oron Ohayon

## Senior Product Designer (B2C & Growth)

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### SUMMARY

Senior Product Designer with 8+ years of experience designing B2C and B2B products at scale, with a strong focus on consumer experiences, growth, monetization, and data-driven UX. Experienced in leading end-to-end product design processes and collaborating closely with Product, Growth, Data, and Engineering teams to drive meaningful business outcomes.

### EXPERIENCE

#### **Similarweb** — Senior Product Designer (B2C Products)

Jul 2022 – Present · Tel Aviv, Israel

- Led product design for consumer-facing products used by millions of users worldwide
- Owned activation, engagement, and monetization flows end-to-end
- Collaborated with Growth, Product, Data, and Engineering teams to optimize funnels and retention
- Designed scalable UI patterns for data-rich consumer dashboards
- Used analytics, experimentation, and research to inform design decisions

#### **Paradox Security Systems** — User Experience Designer

Sep 2020 – Jul 2022 · Haifa, Israel

- Designed UX for complex security and monitoring systems
- Defined interaction models and workflows with Product and R&D; teams
- Simplified advanced system configurations into usable interfaces

#### **Ginger-Gene LTD** — Product / Interaction Designer

May 2016 – Jul 2019 · Haifa, Israel

- Co-defined product vision for a knowledge-management platform
- Designed and maintained a scalable design system
- Led onboarding flows and product documentation
- Contributed to medical systems including the Kodex EPD platform (acquired by Philips)

### SKILLS

Product Design (B2C & B2B), Growth & Monetization Design, Data-Driven Design, Design Systems, Advanced Prototyping (Figma), UX Research, Mixpanel, Amplitude, Braze, HTML/CSS, Jira, Confluence, Notion, Webflow

### EDUCATION

B.A.Ed in Design (Graphic Design) — The Neri Bloomfield School of Design and Education  
Web Development — Technion – Israel Institute of Technology

### LANGUAGES

Hebrew (Native), English (Full Professional Proficiency)