Oren Somekh

Product Builder | Senior Product & UX Designer
End-to-End Product Dev · SaaS · Enterprise UX
AI-Assisted Workflows · Zero-ramp Contractor

My Portfolio
orenso@orensodesign.com
+39 • 3333 • 280 • 956| Chat via whatsapp
Bologna, Italy | Remote EU/Worldwide

Core Skills

Product Building

End-to-end product development, Product discovery, Problem framing, Rapid prototyping, AI-assisted workflows, Design to development, Iterative delivery.

Product & UX Design

UX strategy, User flows, Information architecture, Interaction design, UI design, Usability opt', Accessibility, Design systems

Research & Validation

User interviews, JTBD, Task analysis, Usability testing, Heuristic evaluatio, Benchmarking, GA4, Hotjar, Feedback loops

Tools & Collaboration

Figma, Adobe CC, AI tools, Miro,Design documentation UI QA, Dev handoff, Agile collab', Cross-functional communication

Profile

Product Builder and Senior Product & UX Designer with 15+ years of experience turning complex problems into intuitive, functional digital products. Combines product thinking, UX strategy, UI design, rapid prototyping, and AI-assisted workflows to take projects from early discovery through design and development to product delivery. Experienced in SaaS, enterprise systems, and data-heavy platforms, with a strong track record of working independently and collaborating with cross-functional teams to move quickly from concept to implementation.

Experience

Consultant | Product Builder & Senior Product Designer

Remote | Jan 2025 – Present

Partnering with product teams and businesses to improve digital products, streamline user journeys, and turn ideas into practical product solutions.

- Work across the product lifecycle, from understanding requirements and defining user flows to prototyping, UI design, and development support.
- Improve existing products through UX audits, legacy screen redesigns, and workflow optimization.
- Use AI-assisted workflows to accelerate exploration, prototyping, and product iteration.
- Deliver clear specifications and actionable design solutions that support efficient development cycles.

Microsoft Fabric - Vendor | Senior Product Designer

Remote | 2024

- Designed SaaS experiences for Microsoft Fabric.
- Defined UX/UI standards across services.
- Delivered user flows, prototypes, specifications, and UI reviews

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Extra Details

Education

Hadassah Jerusalem:
Engineering (Honors)

Minshar Art School:
Visual Arts (Honors)

Netcraft Academy:
UX Professional Training

Codecademy:
Frontend Foundations

Languages

English - Business level

Italian - Conversational

Availability

Contract · Part-time · Remote
Open to occasional on-site onboarding in the EU

Letters of recommendation available upon request.

Experience (continued)

Microsoft BI - Vendor | Senior Product Designer

Hybrid | 2023

- esigned Power BI Information Protection experiences.
- Established UI standards and improved accessibility.
- Delivered prototypes, specifications, and design QA.

Sayata - Product Designer (On-site Vendor)

On-site | 2021

- Designed UX/UI for a cyber-insurance platform.
- Conducted research and improved user flows and onboarding

Security Organization (Confidential) – UX/UI Contractor

Hybrid | Jan 2016 – Mar 2021

- Designed UX/UI for internal tools used by large teams.
- Conducted user research and redesigned workflows.
- Delivered high-fidelity prototypes and UX QA.

Maman Group - Product Designer (Contractor)

Remote | Mar 2015 – Jan 2021

- Owned UX/UI for a B2B import-export management system.
- Designed operational workflows, portals, and analytics modules.
- Conducted user research and delivered wireframes for development.