

# Lior Lugassy

## Product Owner / Senior UX Designer

054-2301204 | [lior@dlx.co.il](mailto:lior@dlx.co.il) | [www.dlx-exp.com](http://www.dlx-exp.com)



Over 4 years as a Senior UX designer, Led complexed UX projects from A to Z for global-leading companies. Specializing in software GUI's, product branding and digital design.  
Hired as a team or an individual, in-house or outsourced.

Extensive experience in UX products: software UX, websites, and mobile.

Ability to solve complex UX logic challenges, Bringing the right UX solutions to product success.  
Experience working with a large team as a team player in an Agile or none Agile environments.  
Self-learner and enjoy the challenge, think creatively and strategically.  
UI Design manager background, controlling UX various methodologies & Adobe design software.

Started as an art director, with the first kid's on-demand interactive TV, to De-luxe design studio manager, as an art director and UX expert. Providing UX services for leading startups, companies and corporations in Israel & U.S markets since 2009.  
Participating in UX/UI conferences and a student of Elevation Academy Product Managers studies.

2008 - Today

### De-Luxe Design Studio

Position: Creative Manager, UX design expert, head of design team & developers

Focused on interactive design for software, websites, and apps.

The studio applied UX/UI design projects for companies and corporations such as Perion, Silverbyte & Natural Intelligence.

Studio portfolio: [www.dlx-exp.com](http://www.dlx-exp.com)

[Clients Testimonials](#)

#### Studio recent projects:



#### Autodesk | BIM 360

End-to-end mobile marketing solutions

Position: Outsource Product owner, UX design expert

New features for Autodesk BIM 360 project management

Was in charge of two new system large features

[Project page](#)



#### Natural Intelligence

A global leader in the comparison space

Position: Outsource UX designer

Converting top 10 company websites into one chart platform, testing users engagement and conversion

[Project page](#)



#### Perion | Growmobile

End-to-end mobile marketing solutions

Position: Outsource UX design, product re-branding process.

Product interface re-branding & new UI design concept.

[Project page](#)



#### Silverbyte | Selfie

Leading hotel & property management systems

Position: UX expert

Building a new UX concept of self use (Selfie) for mobile, tablet & web.

From concept to implementation UX/UI design.

[Project page](#)

### Studio Clientele Included:

[Autodesk](#), [Perion](#), [Natural Intelligence](#), [Silverbyte](#), [UI Human Factors](#), [JVP](#), [Data Rails](#), [Compete soft](#), [wise consulting](#), [Radioapp](#), [Alefbet Planners](#), [Ja Tora](#), [Nadav Foundation](#), [Sde Boker](#), [Musrara](#), [Manofim](#), [The mint](#), [Roomixer](#), [Igra Arc](#).

2009-2012

### iFeedback

Online surveys wizard & management system

Founding Partner

Position: Software UX

iFeedback was a company I started from scratch, creating the UX & UI design, managing development team, marketing & PR. Personally acquired new relationships and customers from leading companies such as Issta, beeper, Eldan car rental, DHL and many others.

2005-2008

### Triplay | Puff TV

Kids interactive on demand TV channel.

Founding Partner

Position: Product Art Director - UX/UI Head of design & animation team.

As an art director my design team included designers, animators, flash development team & a psychologist. Triplay was the first of it's kind kids on demand interactive tv channel. The company raised a total of \$1M from angel investors in 3 rounds.

2003-2004

### Eurofun

Position: Content designer

Pixel Art - Cellular content in the new digital era of Nokia.

Founded by Eurocom, dedicated exclusively to mobile multimedia content. Eurofun provided services of cellular content.

Software skills:

**UI tools:** Adobe creative tools, Sketch, Figma, Invision

**UX tools:** Balsamiq, Invision, Mural, Axure (basics)



### Education:

Bachelor's Degree in Industrial Design via Bezalel Academy of Arts & Design,  
Jerusalem ,Israel • 1998-2002

### Languages:

Fluent, high-level Hebrew, English and spanish writing and speech.  
Spoken fluently: French & Arabic