

# Lior Lugassy

## Senior UX Designer

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Senior UX designer, Led complexed UX projects from A to Z for market-leading companies. With 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.

self-learner and enjoy the challenge, think creatively and strategically

UI Design manager background, controlling adobe design softwares.

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.

2013 - Today

### De-Luxe Design Studio

Position: Studio Manager, UX 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:

### 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](#)

### 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](#)

### 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](#)

Studio Clientele Included:

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

2009-2012

## **iFeedback**

### **Online surveys wizard & management system**

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 its 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.

## **Education:**

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

## **Languages:**

Spoken fluently: Hebrew, English, Spanish, French, Arabic