LIOR BAUM
Product & UX Designer

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Experience

Align Technology | UX/UI Designer
Dec 2024 – Present

▸ Improved key parts of the iTero™ scanner experience, focusing on how doctors and patients move through the system.

▸ Redesigned navigation and content structure within the iTero™ Store to enhance discoverability and usability of scanner options and accessories.

▸ Designed the full UX experience around scanning – from patient onboarding and scan setup to post-scan insights and next steps.

BigID | UX/UI Designer
Jul 2024 – Oct 2024

▸ Led the redesign of the asset management panel within a complex privacy system.

▸ Designed flows that supported automated risk detection in sensitive data environments.

▸ Partnered with privacy officers and PMs to refine logic and improve system trust and usability.

WizeCare | UX/UI Design Intern
Jul 2023 – Nov 2023

▸ Reimagined clinician dashboard to reduce friction in digital physical therapy sessions.

▸ Conducted interviews with stakeholders and therapists to identify pain points and deliver improved task flows.

▸ Created onboarding flows and visual guidance assets to support product adoption.

Education

Shenkar College of Engineering, Design and Art
Graduated: 2025
BA in Visual Communication

Ort Shapira High School
2014 – 2017
Advertising and Communication

Skills

▷ UX Strategy & Design Thinking

▷ Product Discovery & User Research

▷ Wireframing & Prototyping

▷ Interaction Design & Microinteractions

▷ UI Systems & Component Libraries

▷ Site Building in Webflow & Cursor

Tools

Figma   After Effects   Illustrator   Photoshop
Webflow   Vibe Coding™   HTML/CSS