

ORON TURGEMAN

UX DESIGNER \ PRODUCT DESIGNER

Summary

A results-driven **Project Manager and Digital Strategist** with extensive experience in marketing, advertising, and digital project management. Strong background in market research, strategic planning, and executing digital solutions from concept to launch. Proven ability to collaborate across teams, including development, design, media, and creativity, while managing high-budget campaigns and digital assets.

During my studies, I got very excited about the combination of design and user centered thinking. I welcome you to visit my website and see some of my work. Now I am looking forward to taking it to next level.

Experience

Jan 2023 – Present

Advertising & Digital Project Coordinator | Africa Israel Residences

- Managed and led marketing projects from research and strategy to execution.
- Collaborated with development, design, and media teams to create tailored solutions for target audiences.
- Developed project briefs and translated business needs into precise marketing and strategic messages.
- Managed multimillion-shekel advertising budgets, overseeing vendors and performance monitoring.
- Organized corporate events, sales days, and conferences, handling logistics and execution.

April 2020 – Dec 2022

Advertising & Strategic Project Manager | Hamashbir Lazarchan

- Led cross-channel marketing projects from concept development to execution.
- Managed and executed marketing strategies, including digital transformation initiatives.
- Developed annual marketing plans and guided campaigns from planning to launch.
- Worked closely with international suppliers and strategic partners on brand integration.
- Planned and managed corporate events, product launches, and branding initiatives.

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Education

Figma master class & Portfolio

Certification Program - by Dan Shiran
(2025-2026)

User Experience Design

UXV Certification Program - by award winner Tal Florentin
(2024-2025)

Skills

- Figma
- Sketch
- UX PILOT
- Loveable
- Claude AI / Claude Code
- Google Stitch AI
- User Research
- Wireframing & Prototyping
- Design Systems
- Product Strategy
- Project Management
- Digital Marketing

Languages

Hebrew – Native speaker

English – Fully proficient

Spanish – Fully proficient

2024 – Present

Founder & Product Designer | SaaS Platform (Self-Employed)

- Independently conceived, designed, developed, and launched a full SaaS platform for managing arrival and departure approvals.
- Led end-to-end product design from user research to high-fidelity prototypes.
- Designed and built the complete UI/UX for web and mobile platforms.
- Managed product development lifecycle, shipping a revenue-generating app.
- Conducted user testing and iterated based on real-world feedback.

