Noy Ventura Levy

Portfolio → noyventuralevy.com

SENIOR PRODUCT DESIGNER

Complex B2B · Security & Mission-Critical Systems · M.A. Psychology & Art Therapy

Rishon LeZion, Israel · 052-332-1791 · venturanoy@gmail.com · linkedin.com/in/noyventuralevy

50% drop in safety events
Live Mission, Percepto

40% faster secure file transfers
IAI

60% fewer helpdesk requests
IAI

SUMMARY

Senior Product Designer with 5+ years in complex B2B and security systems. Through Psyche to Pixel, my psychology-driven process, and hands-on AI tools (Claude Code, Figma AI), I design experiences people understand and trust, from AI-driven fault detection to secure enterprise workflows.

EXPERIENCE

Percepto | Product Designer — Jan 2025 – Present

Mission-control SaaS for autonomous drones that detect faults at oil, gas and power facilities.

- **Contributed to a 50% drop in safety events** by designing Live Mission, the real-time mission-control experience for control-room operators
- Designed human-AI trust for AI-driven fault detection: how operators review, confirm or reject automatically flagged faults
- Reduced information overload by redesigning alert prioritization, based on interviews, control-room observations, usability tests, and usage and incident data
- Own fault-management flows and data dashboards; shape requirements and priorities with PM, and present designs to customers and leadership
- Added new components to the design system and maintain it; give feedback to fellow designers in design reviews

Israel Aerospace Industries (IAI) | Product Designer — Jun 2022 – Feb 2025

Complex internal information systems in a classified environment.

- **Cut transfer time by 40% and helpdesk requests by 60%** with a secure file-transfer system I designed 0→1: encrypted transfers between internal networks with leak-prevention scans, used by hundreds of employees
- Sole end-to-end designer: requirements, user research, specs, flows, UI and R&D handoff
- Balanced usability with strict security requirements, working with information security and IT
- Maintained a shared design system across the organization's internal systems

Israel Aerospace Industries (IAI) | User Experience Designer — Apr 2021 – Jun 2022

- Redesigned flows and interfaces of internal systems and ran usability tests; grew into end-to-end ownership as Product Designer

Earlier: HR Administrator, IAI (2018–2021) · Technology Instructor, Ness Digital Engineering (2017–2018)

EDUCATION

M.A., Psychology & Art Therapy | Beit Berl College — 2018–2021

B.A., Behavioral Sciences | The Academic College of Tel Aviv-Yaffo — 2014–2017

UI/UX Design Certificate | Holon Institute of Technology — 2021–2022

SKILLS

Design: End-to-end product design · Human-AI interaction · UX research (qualitative & quantitative, incl. surveys and usage data) · Usability testing · Journey mapping · Information architecture · Interaction design · Design systems · Prototyping · UX writing · Data-heavy dashboards

Tools: Figma (incl. Figma AI) · Claude Code (built my portfolio site and coded prototypes for user testing)

Languages: Hebrew (native) · English (fluent)