



Or Hochman

UX/UI designer

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A Bit About Me

A UX designer with a strong background in HR, user research, and behavioral sciences.

I bring a deep understanding of human motivation, critical thinking from my studies in Criminology and Anthropology, and a passion for creating clean, intuitive, and efficient digital experiences. Highly motivated, self-taught, and constantly curious, I thrive on learning new skills and collaborating with others to build meaningful products.

Experience

2024-2025

6B Studio

UX/UI Design Student Projects

- Designed end-to-end solutions for B2B2C and organizational systems using Figma.
- Conducted user research: in-depth interviews, surveys, persona building.
- Created low-fidelity wireframes and high-fidelity mockups based on user needs.
- Applied clean, minimalist visual design while focusing on functionality and clarity.
- Integrated AI and automation concepts into system designs.

2018-2024

Companies:
Kravitz • Taasuka Shava
• Danel Group
• Ariel University

Relevant Professional Experience

- Conducted hundreds of behavioral interviews and in-depth candidate assessments.
- Built profiles and personas based on hiring manager needs – a foundation for UX research.
- Worked closely with complex organizational systems (CRM, ERP, payroll, HRIS).
- Led onboarding, feedback, and dismissal processes with a human-centered approach.
- Coordinated events and internal communications with attention to employee experience.

2013-2015

National service

- 2013-2014- Secretary to Deputy Director General of the Ministry of Internal Security.
- 2014-2015- Therapist using ABA method- Alut- a day center for autistic children.

Education

Graphic Design & UX/UI Program

2024-2025

6B Studio

B.A. in Criminology, Sociology & Anthropology

2017-2020

Ariel University

Skills

- **Design:** Figma, Illustrator, Photoshop
- **Research:** User interviews, surveys, persona creation, usability testing
- **Other:** Midjourney , Microsoft Office, SAP, ADAM, CRM systems
- **Soft Skills:** Empathy, deep listening, analytical thinking, teamwork under pressure