

TAMIR MAROM

UX / PRODUCT DESIGNER

CONTACT

Ness Ziona, Israel
Remote worldwide
054-707-5580
tamirmaromam@gmail.com

LINKS

tamirmarom.com
LinkedIn

TOOLS

Figma
Claude Design
Google Stitch
Photoshop · Illustrator
AutoCAD · SketchUp

SKILLS

User Research
Information Architecture
Wayfinding
Inclusive / Accessible Design
Systems Thinking
Data-Informed Design
AI-Assisted Design

LANGUAGES

Hebrew — Native
English — Full professional

● AVAILABLE FOR WORK

PROFILE

UX/product designer who also does UX writing and specification. I work with AI at a high level and efficiently — but the decisions that should be mine stay mine. I approach every task as if the user's problem were my own — designing for the person on the other side of the glass, on screens and in physical space.

EXPERIENCE

Visual Merchandiser **IKEA, Rishon LeZion** APR 2024 – MAY 2026

- Redesigned the Storage & Organisation department end to end — nine months from research to build, covering layout, product grouping, and wayfinding.
- Worked closely with the sales team and floor management, turning what happens on the floor and the sales data into design decisions.
- Redesigned the department's layout and the hero product's placement — **doubled its selling surfaces (13 → 27)** without moving it off the main shopper path. Following that, from January to May 2026 the department reached **92.53% of its sales target and ranked #1 of IKEA Israel's five branches.**

UI Designer **Clave (startup)** JUL 2023 – OCT 2023

- Designed websites, landing pages, and product pages for e-commerce clients — focused on selling and conversion.
- Handled the surrounding pieces too: social content, email campaigns, and graphic assets for desktop and mobile.

EDUCATION

Interactive Design (UI/UX) **HIT, Holon** NOV 2021 – JUN 2023

- Fundamentals of UX design and specification, including a hands-on project for a real client under mentor guidance.

B.Ed, Physical Education **Wingate College** 2018 – 2022

- Majored in special education (third and fourth year).

MILITARY SERVICE

Israel Defense Forces (IDF) **Compulsory** MAR 2014 – MAR 2017

- Physical training instructor — built and ran fitness and conditioning programs for soldiers.
- In charge of the armoury — inventory management and tracking, and running the sign-out/return system for the base's weapons and combat equipment.

ENDORSEMENTS

"I was getting work at a level I wouldn't have expected from a junior — and with real peace of mind."

DORIT SINGER

Owner
Clave

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"He led the department's redesign end to end — organised, inspiring, and built around the customer."

SARA NASSIMIAN ELGAZAR

Visual Merchandising Manager
IKEA Israel

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