

AURELIA

OREN

Product Designer

4 years of experience designing enterprise products for large-scale organizations, including SAP-based systems and healthcare CRM platforms, focused on turning complex systems into intuitive experiences.

Contact

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📍 Beit Nir, Israel

Links

🌐 [linkedin.com/in/aurelioren](https://www.linkedin.com/in/aurelioren)

🌐 www.aureliaoren.com

Design Tools

Figma, Claude Cowork, Photoshop, Axure, Procreate

Languages

English	Fluent
Hebrew	Native
French	Basic

National Service

Special Education Assistant, working with children with special needs

Work Experience

Product Designer | Alteno.io | Petach Tikva | 2022–Present

Designing complex, data-driven systems for enterprise environments, from user research to high-fidelity prototypes and implementation with developers.

- Designed a call-center CRM system for Leumit Healthcare, streamlining workflows and improving handling of customer requests through user research and iterative prototyping
- Designed complex request and task management systems, enabling efficient tracking, SLA monitoring, and cross-team collaboration
- Created data-heavy dashboards for operational insights, supporting decision-making across multiple departments
- Designed enterprise systems including a car leasing platform for Israel Electric Company and inventory and maintenance systems for ICL, simplifying complex workflows and improving operational efficiency

Previous Experience (Pre-Product Design)

Intel | Process Engineer | 2019–2022

Optimized complex processes in a global, high-performance environment, collaborating with international teams

Sher Consulting & Training | Project Manager | 2017–2018

Led cross-functional projects, driving operational and regulatory improvements

Abbott (Similac) | Regulatory Affairs | 2016–2017

Managed compliance processes in a highly regulated healthcare environment

Tzabar Salads | R&D Food Technologist | 2013–2014

Developed products and collaborated across teams to support production scaling

Education & Certifications

UI Design

"WE" UI Bubble • 2022

UX Design Program

Netcraft Academy • 2021

B.Sc. Biochemistry & Food Science

Hebrew University of Jerusalem • 2008–2011