Noga Belson Raz

Product Design · UX/UI

Portfolio: curiositywins.lovable.app

Tel Aviv, Israel · noga.belson15@gmail.com · linkedin.com/in/noga-belson-950a9020a

SELECTED PROJECTS

LinKit Gift Box | Live client website · linkitgiftbox.com 2026

- Designed and built a corporate gifting site that lets customers explore and customize gift boxes before speaking with the owner, who used to walk each client through their options by phone.
- Built a visual box builder that shows how selections look together as customers swap items. The owner tested the site with returning customers and shared positive feedback.

Nook | Shared household app, university team project 2026

- Spoke with people who live with roommates and learned that chores piled up when nobody knew who was responsible and asking for help felt awkward. Shifted the design from reminders to requests that roommates can accept, swap, or take on together.

Talk Lab | English tutoring website 2026

- Designed and built a speaking-practice site for my tutoring sessions after noticing a student talked more when explaining choices he cared about. In one game, he rearranges a weekend schedule around activities he actually does, then explains his choices in English.

GreenPlate | Food inventory app prototype, university project 2025

- Created the initial wireframes after sketching ideas by hand. Co-designed the final Figma prototype with my partner around an illustrated fridge that opens to reveal what's inside.
- Prototyped a receipt-scanning flow to add groceries to the fridge inventory. In usability testing with five participants, users preferred scanning to entering items by hand.

DuoSpeak | Feature concept for Duolingo, university project 2026

- Co-designed a feature that pairs learners at similar skill levels for two-minute voice conversations, with a shared prompt to help them get past the awkward first few seconds.

EXPERIENCE

SafeUp | Soli Ambassador Dec 2023 – Jun 2024

- Supported users of a women's safety app in real time and flagged recurring issues to team leads, handling 60+ logged interactions per shift.

Private English Tutor 2023 – Present

- Tailor lessons and activities to each learner; have taught 7+ students aged 4 to 13.

UCanLinkIt | Social Media Coordinator Apr – Nov 2021

- Started the brand's social media accounts and created its content and campaigns.

EDUCATION

Reichman University | Herzliya Expected July 2027

B.A. in Communications, HCI & UX/UI Specialization

Chapman University | Orange, CA 2023 – 2024

Psychology major · Provost's List, Fall 2023 · Dean's List, Spring 2024

SKILLS

Design	Figma · Wireframing · Interactive prototyping · User interviews · Usability testing · Sketching
Build	Lovable
Languages	English (native) · Hebrew (fluent)

LEADERSHIP

Boots4Africa | Founder 2020 – 2021

- Collected 300+ pairs of soccer cleats and shipped them to Boots for Africa in South Africa, coordinating with its chairman and Bolloré Logistics.