



Liran  
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• Israel

• Languages: English, Hebrew

## Personal Profile:

UX/UI Designer with a passion for turning ideas into intuitive digital products. Experienced in designing user flows, wireframes, prototypes, and responsive interfaces for web and mobile platforms. Bringing a unique combination of design, customer experience, and product thinking to create solutions that are both functional and user-friendly.

## Work Experience:

### VenterraSIM - eSIM Service Brand

Role: Co-Founder & Product Designer

December 2025 - Present

- Designed end-to-end UX/UI for a travel eSIM platform across web and mobile experiences.
- Created user journeys, wireframes, interactive prototypes, and responsive layouts.
- Wrote product specs and development briefs to guide technical execution.
- Conducted market research to identify gaps in the eSIM space and defined the product's core value proposition.
- Created user-facing onboarding materials including video and visual installation guides.

### Neptucom

Role: Technical Support Manager

March 2023 - December 2025

- Led end-to-end technical support operations across chat, email, and phone channels, maintaining consistent resolution quality and SLA compliance.
- Recruited, onboarded, and trained international support agents, building team standards and escalation protocols from the ground up.
- Audited existing support workflows and rebuilt them into structured, scalable processes that reduced operational frictions.
- Served as the main liaison between support, product, and engineering surfacing recurring user pain points and pushing for UX fixes in customer-facing flows.
- Designed and launched chatbot support flows in Intercom and Glassix, cutting manual ticket volume and improving first-response times.
- Built and structured an AI-ready knowledge base used across support, sales, and customer-facing AI agents.

## Skills & Competencies:

### UX/UI Design & Creative Tools

- Figma - UX/UI, Prototyping, Wireframing, User Flows & Responsive Design
- WordPress & Elementor
- Adobe Photoshop, Illustrator, Premiere - Visual Design & Content Creation

### CX & Operations

- Support Operations Management
- Escalation Management & SLA Adherence
- KPI Tracking & Reporting
- Ticketing Systems & Workflow Design

### Automation & SaaS Tools

- Intercom, Glassix, Zendesk
- Zapier
- Fireberry CRM
- Notion, Trello

### AI & Knowledge Management

- Chatbot Design & Deployment
- AI-Ready Knowledge Base Structuring
- Prompt Engineering & AI-Assisted Workflows
- AI Assisted Development (**Claude Code, Codex & Cursor**)

### Core Strengths

- Systems Thinking
- Problem Solving
- Cross-Team Collaboration
- Fast Learner
- High Ownership Mentality

## Education

- Aviv High School, Ra'anana - 12 years of schooling
- Communication & Advertising (5 Units)

## Military Service:

Shayetet 13 - Israeli Navy, July 2018 - March 2021

- Served in one of Israel's most elite combat units, demonstrating exceptional reliability and performance under pressure
- Responsible for armament and technical maintenance of operational vessels
- Operated and maintained advanced technological systems in high-stakes environments
- Managed cross-functional responsibilities requiring precision, teamwork, and fast decision-making