

Netta Zoe Alboher Meschiany

Product designer | B.design

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About me

Product Designer, Based in Tel Aviv. Open minded, curios, out of the box thinker. Seeking to develop and explore as much as possible by participating in diverse projects combining multiple techniques.

Education

Holon Institute of Technology (HIT)

2020 – 2024 B. Design Visual Communication Design

- 2022–2023 Dean's list
- 2023–2024 President's list
- Final project excellence
- Producer at the final project exhibition 'PAGMAR'

Ben Zvi High-School, Kyriat Ono

2007 – 2013 – Full Matriculation Certification

- Majored in psychology, economics, and literature.

Education Experience

Assitant lecturer at 'Holon Institute of Technology'

2026 – Present

- Assist in a Catalog Design course, guiding students through designing complex, content-heavy materials and developing systems for handling large-scale information.
- Prepare and deliver supplementary enrichment lectures, providing students with additional learning resources beyond the core curriculum.

Military Experience

2013–2015 – Givati , IDF – coordinator of education and land acknowledgment

Languages

Hebrew – Native | English – Professional

Work experience

Product designer at 'Designit Tlv'

2025 – Present

- Designed end-to-end product experiences for websites and mobile applications, from UX strategy to final UI.
- Collaborated with cross-functional teams to shape user flows, interactions patterns, and scalable design solutions.
- Worked as part of multidisiplinary teams, contributing design thinking to collective product desicions.

Brand designer at 'Anzelevich Studio'

2024 – 2025

- Created diverse brand identities for various clients, meeting tight deadlines.
- Adapted design skills across digital & print.
- Contributed innovative ideas through effective teamwork and creative problem-solving.

Product design intership 'AI 21 Labs'

2023 – (Summer)

- Led UX research efforts, optimizing the B2B blog site for AI21 Studio, and aligned user insights with UI design to meet marketing objectives.
- Collaborated with product and marketing teams, acquiring valuable cross-functional skills during my internship.