

Ortal Lampert

Senior Product Designer | Complex Enterprise Software

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Senior Product Designer specializing in complex enterprise software. I turn dense technical workflows into clear, scalable systems, leading from research through delivery. My strongest work does not just ship; it becomes infrastructure that other products and teams build on.

PTC | Enterprise CAD & SaaS

2020 – Present

Senior Product Designer, Creo / Creo+

- Led end-to-end design across Creo+ collaboration, version history, licensing, and administration, from discovery through delivery.
- Reframed real-time collaboration around engineers' mental models, keeping feedback connected to the relevant part, version, and design context.
- The resulting interaction model shipped in Creo+ and became a foundation for collaboration in PTC Jetstream.
- Established scalable models for traceability and access governance, making history, ownership, and permissions easier to understand and manage.

Medint | HealthTech startup

2018 – 2019

Product Designer

- Unified fragmented case-management workflows into one coherent experience, giving coordinators a complete and actionable view of every case.
- Improved coordination and handoffs by creating a shared source of truth across teams and shifts.
- Built a lightweight design system and responsive product patterns as the team's sole designer.

Studio Nova | Defense sector design studio

2016 – 2018

UX/UI Designer

- Designed mission-critical monitoring and situational-awareness systems under strict technical and security constraints.
- Simplified complex, real-time workflows into focused web and tablet experiences for specialist users.

Ginger Gene | Sales enablement platform

2014 – 2016

UX/UI Designer

- Designed a sales enablement platform and reusable UI components for global MedTech clients including J&J MedTech, GE Healthcare, and Philips Healthcare.

Professional education

B.Ed.Des

2013

WIZO Haifa Academy of Design and Education

Core expertise

- Complex systems design
- User research & workflow mapping
- Interaction models & information architecture
- Platform governance & traceability
- Design systems
- Cross-functional leadership

Methods

- Discovery & research synthesis
- Workflow and service mapping
- Prototyping & interaction design
- Engineering handoff

Languages

Hebrew

Native

English

Fluent