

ABOUT ME

Senior product designer specializing in simplifying complex B2B/B2C SaaS workflows, from building product platform from scratch, to leading dashboard design used by millions. Comfortable working close to code and shipping production PRs alongside engineering.

EXPERIENCE

2024-2026 "Elementor": Senior product designer

- Led end-to-end design for My Elementor, the platform's core dashboard, used by millions of web creators worldwide. *Monthly active users: 390 K*
- Designed "Elementor One" and the new "Home experience" in WordPress, coordinating across multiple teams from concept to launch. *30,000 Purchases*
- Designed the site management product, simplifying complex multi-site workflows into an intuitive interface. *86% positive feedback.*
- Pushed production PRs, working hands-on with engineering beyond the traditional design handoff.

2022-2024 "Wiliot": Product designer

- Built a product platform from scratch, including a full design system.
- Led design for two mobile apps from concept to launch.
- Set up analytics tools to support data-driven design decisions across the team.
- Worked closely with product and engineering to ensure design aligned with overall product goals.

2020-2022 "ZoomInfo": Product designer

- Designed dashboard and data table interfaces for new B2B product lines, making complex data intuitive and actionable.
- Collaborated within a cross-functional team across the full design process, from research and user interviews through to final handoff.
- Developed interactive prototypes to communicate design decisions to stakeholders and executives.

2018-2019 "Portal Business Development": UX UI designer

- Advised clients on UX and UI, building websites and creating brand identities from concept to final delivery.
- Planned and executed digital marketing campaigns on social media, increasing brand visibility.

EDUCATION

2008-2012: Shenkar College, BA (Bdesign)

2017-2018: 6B, Graphic Design Studies. (Graduated with distinction)

2019: Customer's Experience course. Data driven CX.

SKILLS

AI-assisted design
AI product UX
Prototyping
Research
UI design
Design system

LANGUAGES

Hebrew mother tongue
English as native level

MILITARY SERVICE

2004-2006 Combat soldiers instructor.