

Profile

Senior Product Designer with 7+ years of experience turning complex business requirements and workflows into clear, scalable product experiences. Hands-on across the full product design process, from problem definition and UX flows to UI, design systems, implementation, and launch.

Experience

Senior Product Designer & Design Lead 200Apps, acquired by **ATS** | 2023 – 2026

- | Owned product design across complex B2B and SaaS products from early product definition through detailed UX/UI, implementation, and design QA.
- | Designed and evolved AMIT's e-learning platform across multiple user interfaces, complex workflows, AI-assisted features, usability testing, and a shared Design System.
- | Led product design across long-term products including AMIT, SparkIL, Express City Wash CRM, and Koren, working closely with Product Managers, developers, clients, and stakeholders.
- | Managed and mentored 4 Product Designers while maintaining a hands-on role across active products.

Product Designer & Product Manager 200Apps | 2018 – 2023

- | Designed and delivered digital products across B2B, SaaS, and B2C for startups and enterprise clients.
- | Expanded from UX/UI into product ownership, defining requirements, mapping user flows, prioritizing features, and leading discovery workshops.
- | Designed and scaled products with large user bases, high download volumes, and operational systems supporting 40,000+ client records.

UX/UI Designer Freelance | 2017 – 2019

- | Designed responsive digital products for early-stage startups and small businesses, independently managing projects from initial definition through design delivery.

Education

Visual Communication Diploma Sapir College | 2015 – 2017

Graduated with Honors.

Skills

Product Design · UX/UI · Complex B2B & SaaS · Information Architecture · User Flows · Prototyping · Design Systems · Usability Testing · Design QA

Tools · Figma · Webflow · Jira · Confluence · ChatGPT · Claude Code · Lovable