

# Product Designer

Product designer with a background in product management and behavioral sciences. Experienced in UX/UI, no-code web development, and aligning business goals with user needs. Currently diving deeper into AI-powered tools that help me move faster, make better product decisions, and spend more time on what actually matters.

## Experience

### Product Design Lead at Unicoo

May 2024 - Present

Leading the design and development of client websites using no-code tools like Framer, with a strong focus on fintech and SaaS businesses. I design complex admin systems and internal platforms that prioritize clarity, performance, and scalability. In addition, I'm responsible for the visual direction of all brand materials — from marketing content to product UI — ensuring a cohesive and engaging experience across every touchpoint.

### Product Designer at Fitnuts (startup)

June 2022 - Dec 2023

I worked closely with the founder to develop the startup's go-to-market strategy and product roadmap, guiding the launch of its MVP. I implemented agile methodologies to streamline development and designed the admin and CRM panels while enhancing the platform's overall usability. Collaborating closely with the development team, I ensured the product aligned with market demands and user needs.

### Project Product Manager at Yad2

Dec 2018 - May 2022

I delivered and optimized advertising products, through A/B testing and research tools to drive revenue growth and enhance performance. I successfully implemented an A/B testing framework and integrated an external leads management platform into the sales division. Working alongside stakeholders and cross-functional teams, I led complex projects from ideation to launch, delivering results that aligned with business goals.

### Campaign Manager

Aug 2017 - Dec 2018

In my early role at Yad2, I gained expertise in lead funnels, campaign performance analytics, and optimization. I focused on driving engagement through strategic improvements to metrics like CTR, views, and conversions.

## Education

### B.A in Psychology

2014

Ben Gurion University

### Graphic design

Course

2022

Studio 6B

### User experience

Course

2018

Netcraft

### Design Systems

Course

2024

### Volunteering at Code for Israel

Code for Israel

Aug 2023 - Present

### Product Designer

Designing websites and platforms for associations such as Akim USA, Spark IL, e4e, etc.

## Tools & Skills

Figma, Framer, Notion, Jira, Adobe CC, Miro, ChatGPT, Midjourney, Loveable.dev, User Research, User Flows, Wireframing, Design Systems, A/B Testing, Agile Methodologies, Product Roadmaps, Data-Driven Design, Stakeholder Collaboration, HTML/CSS basics,