
SUMMARY

- **Senior product designer with 8+ years of experience** leading 0-to-1 products and end-to-end UX strategies across high-growth startups and global tech enterprises.
- **Native Mobile specialist (iOS & Android)** skilled at translating complex B2B/B2C SaaS platforms and AI-powered products into intuitive, everyday mobile experiences.
- **Strategic business partner** with a proven track record of leveraging user research, scalable design systems and close cross-functional alignment across product, engineering and data to maximize user adoption and growth.

SKILLS

- **Design Practices:** UI/UX, Native Mobile (iOS & Android), Design Systems, 0-to-1 Product Lifecycle, User Research, Usability Testing, Prototyping, A/B Testing, Developer Handoff, Design Mentorship, Stakeholder Management, Micro-interactions, Product Vision, Responsive Design, Data-Driven Design, Human Interface Guidelines (HIG & Material Design), Design QA & Critique, Accessibility, Micro-animations, Cross-functional Collaboration.
- **Tools & Platforms:** Figma, Claude Code, Claude Design, Adobe Creative Cloud (Photoshop, Illustrator, After Effects), Lottie, UserTesting.com, Lyssna (UsabilityHub), Android Studio, Xcode.
- **Project Tools:** Trello, monday.com, Jira, Miro, GitHub, Slack, Zoom.

PROFESSIONAL EXPERIENCE

Senior Product Designer | monday.com

Jul 2024 - Aug 2026

- Led end-to-end design across the Core, Growth & Multi-product teams for monday's native mobile app (iOS & Android), serving 600K+ active users.
- Led the 0-to-1 mobile app vision and design for the new AI Sidekick & Agents from scratch as part of the company's core AI strategy.
- Conducted deep UX research, including field research and on-site user interviews to gather qualitative insights and validate product direction.
- Partnered closely with Product, Engineering, and Data to drive product strategy and execution.
- Provided design guidance, mentorship and critique to other designers across the team.

Senior Product Designer | Unity

Oct 2022 - Jul 2024

- Solely led the end-to-end 0-to-1 design of a strategic mobile app - from foundational user research to launch, addressing key user pain points and scaling to 15K active users.
- Conducted qualitative UX research and usability testing to validate product concepts and optimize user engagement.
- Built a comprehensive mobile Design System from scratch to support rapid scaling.
- Transformed complex workflows and technical requirements into intuitive, user-centric mobile experiences.
- Collaborated closely with Product, Engineering, and Data to scope and ship features within tight platform constraints.

Senior Product Designer | ironSource

Aug 2018 - Nov 2022

- Led end-to-end design for white-label mobile onboarding solutions (OOBE) for global OEMs and Telecom partners (including Samsung & T-Mobile), serving thousands of users.
- Developed internal tools, dashboards, and product vision presentations to streamline campaign management for performance marketers.
- Partnered with Sales and Business teams to translate complex OEM requirements into shippable, white-label design solutions.
- Participated in the design hiring process, interviewing and onboarding new product designers to support team growth.
- Promoted to Senior Product Designer to lead design for mobile ad-tech creative management tools.

EDUCATION

- **Bezalel Academy of Arts and Design** | B.Des in Visual Communication (2014 – 2018)
- **BTK - College of Design, Berlin** | Student exchange program (2017)

MILITARY SERVICE

Graphic Designer & Sergeant | IDF - 'HOTZLA' MAZI (2014 - 2016)

LANGUAGES

Hebrew (Native) | **English** (Fluent) | **Russian** (Fluent)