

Product designer with 6+ years in complex B2B SaaS, turning data-heavy workflows into clear, usable products across construction tech, geospatial intelligence, industrial drones and cybersecurity. Background in behavioral sciences and UX research, working in an AI-native workflow to move from insight to solution quickly.

EDUCATION

2016 - 2020

Visual Communication

Bachelor's Degree,
Shenkar College of Engineering and Design,
specialized in Product Design and Data Visualization

2014

Web Development and Digital Media Design

Mentor College

SKILLS

AI-native end-to-end design workflow
Claude Design
Figma
Design Systems
UX Research & Usability Testing
Prototyping & Wireframing
Adobe CC
Animation & Illustration
Basic HTML/CSS/JS

LANGUAGES

Hebrew - Native
English - Fluent

Product Designer / Versatile AI · Feb. 2026 - Present

Construction-tech SaaS turning crane data into progress and delay insights. As one of the product designers on the design team, served as design lead for a product squad, partnering closely with its PM and tech lead.

- Part of the design team's full transition from Figma to an **AI-native workflow in Claude Design**, from exploration to dev handoff, including building **custom Claude skills** for the design process.
- Led end-to-end design of a new **cross-project executive dashboard**, giving leadership a plan-vs-actual view across all projects.
- Designed new data layers and interactions for a **4D BIM viewer** (an interactive 3D building model with a construction timeline), and improved usability based on insights from usage data and user session recordings.
- Led design of a **delay-analysis product** from discovery to release, helping contractors turn detected inefficiencies into evidence for claims and recover lost costs.
- Initiated bringing **UX research methods** into the design team's process, with a practical guide for applying them in everyday work.

Lead Product Designer / Edgybees · Jan. 2024 - Feb. 2026

Visual intelligence platform for defense, intelligence and emergency response teams.

- As the company's sole product designer, **led the entire product design practice end to end**.
- Took part in designing a system that provides **accurate geo-registration** and AR for real-time aerial video and satellite imagery, turning spatial content into actionable information for critical missions.
- Collaborated with product and R&D teams to shape the **software-hardware interaction** experience, from concept to production.
- Tailored solutions for **enterprise and government** operational environments.

Product Design Consultant / Freelance · Mar. 2022 - Present

Product design consulting for early-stage startups.

UX/UI Product Designer / Percepto · Apr. 2021 - Mar. 2022

- Designed **autonomous inspection and monitoring solutions** on the company's **B2B SaaS** platform, changing how industrial sites monitor their critical infrastructure and assets.
- Worked with cross-functional teams on intuitive interfaces for **industrial drone technology**.
- Drove simple **UX enhancements that improved product KPIs**, based on research I conducted: **interviews, data analysis, observations and experiments**.

UX/UI Designer / Odix · Feb. 2021 - Apr. 2021

- Designed and optimized the interface of a **B2B SaaS malware prevention** product, protecting cloud business applications from file-based attacks.
- Designed the company website to communicate its **cybersecurity** offering to prospects, plus materials for **digital marketing** campaigns.

Marketing and Product Designer / Wefi · Nov. 2015 - Mar. 2016

First product design role: user flows, icons and components for a **B2B SaaS** product, plus marketing materials.

OTHER EXPERIENCE

Archivist - Student Position / Shenkar Design Research Institute · 2017 - 2020

Graphic Designer / Tech and traditional industries · 2014 - 2015

Branding, packaging, print, web and social media for companies including Sirius Electronics and Naturapil.

Military Service | Behavioral Sciences Specialist / Home Front Command, IDF · 2011 - 2013

- Served at the General's Office, specializing in **behavioral sciences** and **organizational consulting**.
- Conducted tests, surveys, feedback sessions, interviews and observations, including evaluations for senior officers at assessment centers and aptitude screening for elite unit candidates.
- Performed data entry and processing, and **presented findings using visual tools**.