

Professional Experience

Product Designer

Merlin, Tel Aviv, Israel 2025 – Present

Designing and scaling an AI-powered platform that automates website creation and marketing for SMBs, transforming complex backend workflows into an intuitive, 30-second user experience.

Senior Product Designer

Designit, Tel Aviv, Israel 2021 – 2025

- Designing impactful digital experiences for global clients (B2B and B2C) in finance, healthcare, and technology. Collaborating closely with internal and external stakeholders to align with client’s business objectives. Key Projects:
 - Isracard (IL):** Redesigned the mobile app for Israel’s largest credit card company (4.5 million users), which won a prestigious achievement award. The redesign improved the app store rating to 4.2/5 and led to a 20% increase in monthly active users.
 - Standard Bank (South Africa):** Developed an advanced corporate money transfer system for Africa’s largest bank, enabling streamlined transactions and improving user satisfaction for enterprise clients.
 - MAX (IL):** Partnered with Israel’s second-largest credit card provider to overhaul their mobile app, receiving positive feedback for its intuitive design and functionality.
 - Inframe – “Browsi” (IL):** Created a cutting-edge dashboard interface for this ad-tech startup, featuring advanced data visualizations, new information architecture, and enhanced metric filtering, all tailored to improve users engagement.
- Leading the entire product design cycle, from user research (interviews, journey mapping, usability testing) and wireframing, to designing high-fidelity prototypes and complete design systems to ensure a seamless handoff to developers.
- Partnering with cross-functional teams at the intersection of strategy, design, and technology to deliver impactful solutions aligned with business goals.
- Developing interactive prototypes in Figma to maintain design consistency with brand guidelines across multiple products.

Intelligence Analysis Officer, Captain

Israel Defense Forces, Israel 2010 – 2017

- Led a specialized team responsible for integrating large-scale database management software.
- Enhanced user experience by designing accessible layers of geographical and thematic information.
- Conducted usability tests and presented updates to internal and external units.
- Participated in a team responsible for the implementation of information systems, including training, deployment in end-user units, conducting QA, and user research to optimize system performance.

Education	Leadership & Social Impact	Technical Skills
Bachelor of Visual Communication Bezalel Academy of Arts and Design 2017–2021 Achievements: 3rd Year Academic Excellence. - Accepted to KISD (Cologne, Germany) student exchange program.	Fellow, ISAF Foundation Leadership Program 2017–2021 - Mentored teens from underrepresented communities, equipping them with tools and guidance for higher education. - Organized and led weekly tutoring sessions and creative workshops to foster artistic skills and self-expression. - Facilitated after-school programs at Bezalel Academy, promoting arts and crafts in low-income communities.	Design Tools: Figma (Expert), Sketch, Adobe Creative Suite (Photoshop, Illustrator, After effects, InDesign), Lottie Files, Zeplin, Webflow, Cinema 4D, Microsoft office Research & Analysis: User interviews, surveys, usability testing, journey mapping Development Collaboration: HTML, CSS, working knowledge of Agile methodologies
Languages		
Hebrew – Native English – Fluent		