

Strategic and evidence-driven Product Design Leader with 7+ years of experience spearheading end-to-end user experiences for complex Enterprise SaaS, cloud, and cybersecurity platforms. Proven track record in scaling design systems, leading product discovery initiatives, and reducing cognitive load for highly technical workflows. Expert in collaborating with cross-functional leadership, aligning product strategy with business goals, and translating user research into measurable business outcomes and product adoption.

Work Experience

Senior Product Designer | Cisco | 2024 - Present

- Collaborated with cross-functional product and engineering teams to design and develop user-centric, secure enterprise cloud products.
- Spearheaded user research and continuous usability testing initiatives, leveraging evidence-driven insights to directly enhance user satisfaction and platform engagement by 15%.
- Formulated wireframes, interactive prototypes, and high-fidelity designs, successfully translating research insights into impactful product solutions.
- Maintained and applied the enterprise design system across product workflows, ensuring UI/UX consistency, reducing user cognitive load, and improving the overall experience.

Mentor | 'Startup Designers' community | 2021 - Present

- Mentor junior product designers throughout the process of building a portfolio, preparing for interviews and homework assignments.

Senior Product Designer | Armo | 2023 - 2024

- Architected and implemented a comprehensive, scalable design system from scratch, streamlining the product interface and reducing frontend design debt by 40%.
- Drove product innovation by researching and introducing advanced core features (complex configurations, interactive widgets, and dashboard navigation) to maximize platform functionality.
- Orchestrated technical grooming and agile planning sessions with engineering teams, optimizing the design-to-development handoff workflow and accelerating feature delivery time.

Product Designer | Perception Point | 2020 - 2023

- Spearheaded user experience and interface design for a flagship B2B cyber-security platform and Google Chrome extension, supporting growth and enterprise adoption.
- Conceived and executed the comprehensive 'X-Ray' dashboard design system, boosting cross-platform design consistency and UX validation metrics by 20%.
- Conducted continuous qualitative user research to integrate complex data visualization features into the X-Ray dashboard, vastly improving customer retention and usability.
- Directed cross-functional syncs and development alignment sessions to ensure high-fidelity design execution and streamlined engineering deployment.

Work Experience

Product, Marketing and Brand Designer | Perception Point | 2019-2020

- Served as Creative Director for a full corporate web rebranding, optimizing user acquisition journeys and digital touchpoints.
- Partnered with the product management team to design core product growth features, including user-referral campaigns, shopping filters, and transactional drip workflows.
- Ideated, planned, and executed multi-channel growth marketing collateral and product-led promotions across global enterprise channels.

Skills

- Strategic Competencies: Product Design Leadership, Product Strategy, Design Systems (Scaling & Governance), User Research & Synthesis, Interaction Design (IxD), Information Architecture, Product Discovery, Usability Testing & Validation, Inclusive Design & Accessibility, Agile Methodologies, Stakeholder Management, Cross-functional Collaboration.
- Tools & Software: Figma, Cursor, Lovable, ChatGPT, Gemini, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Elementor, Wix.

Education

- UX Architect Certification | External Studies, Haifa University (2022)
- B.Des (Hons) in Visual Communication | Holon Institute of Technology (HIT) (2013-2017)
- Certificate in Production Art | Mentor College, Tel Aviv (2010)