

7 years of experience designing complex B2B SaaS and cybersecurity products, specializing in design systems and AI-augmented workflows. Co-built the XMDS design system from token architecture down to production code. Connects design and engineering by shipping production UI directly via Git/Storybook using AI coding agents, and authoring AI agent workflows and skills that encode design system rules for DesignOps.

Experience

Senior Product Designer | XM Cyber, Tel Aviv

2023 to Present

Continuous Exposure Management platform, Schwarz Group, IP acquired by CrowdStrike.

Tools & Skills: Figma, Claude code, Storybook, GitHub, FullStory, Pendo, Make.

- **Security Workflows & Data Viz:** Leading 0-to-1 design for complex B2B security products, including Exposure Reports, Vulnerability Risk Management (VRM), and Cloud Detection and Response (CDR). Led a platform-wide refactor that unified data visualizations across 5 modules.
- **XMDS Design System:** Co-building and scaling the design system across 4 Figma libraries, featuring primitive and semantic token architecture, 500+ icons, comprehensive component specs, typography, and WCAG AA accessibility.
- **Code Implementation & AI Tooling:** Shipping UI directly to production React repositories using AI coding agents, Storybook local testing, and GitHub PR workflows.
- **Design QA:** Reviewing frontend PRs directly in GitHub to enforce token, spacing, and responsive accuracy. Built automated Figma-to-code audits to ensure precise implementation.

Product Designer | BetterVet, Boston

2020 to 2023

First design hire for a full-service mobile veterinary practice on a digital platform (Healthcare tech).

Tools & Skills: Figma, Adobe CC, Storybook, FullStory.

- **End-to-End Product Design:** Spearheaded the UX/UI lifecycle from 0 to 1, including research, information architecture, wireframing, and high-fidelity prototyping.
- **Cross-Platform UX:** Designed intuitive and elegant Web and Mobile interfaces, translating product strategy and business requirements into flawless, client-centric user experiences.
- **Brand Identity:** Led the creative direction and visual branding, establishing a living, cohesive brand from initial concept to execution that resonated deeply with the target audience.
- **Delivery & Design QA:** Managed seamless developer handoffs, provided technical specifications, and conducted comprehensive troubleshooting and design QA to ensure high-quality product delivery.

UX/UI & Freelance Designer | Koality Studio & Independent Clients

2019 to 2020

- Designed responsive web and mobile interfaces, branding, typography, illustrations, and animations for a creative studio and diverse independent clients.
- Led an NFT project end-to-end, and exhibited and sold acrylic paintings with the Art2Rent gallery.

Capabilities

Design Design systems & tokens at scale, Complex-data UX (graphs, dashboards, enterprise workflows), UX writing & content standards, User research & usability testing, Accessibility (WCAG AA), Product analytics (FullStory, Pendo).

AI-Augmented Workflows Claude Code & agent workflows, Cursor, AI design-tool integration (Figma Make, MCP), Prompt/skill authoring for DesignOps.

Code Design tokens & CSS architecture, React component libraries (working proficiency), Git/GitHub PR workflow, versioned package releases, Storybook/Chromatic.

Tools Figma (variables, Plugin API), Adobe CC.

Education

Product Design (UI/UX)

6B Studio, with Sagi Shreiber.

B.A. Social Science

(Psychology, Criminology and Sociology) Bar-Ilan University.

Languages

Hebrew: Native

English: Fluent