

Summary

Senior Product Designer focused on complex, real-world systems where products meet operations, payments, and regulation. Over the past 10 years, I've designed and led product experiences across financial transactions, compliance systems, and operational platforms, helping translate complex business logic into scalable, user-facing solutions.

Experience

2022 – Present

Wix | Senior Product Designer, Wix Bookings

I lead UX for cross-domain systems across bookings, payments, and eCommerce, often working on product areas that are not clearly defined from the start. A big part of my work involves shaping both the problem and the solution, in close collaboration with product, engineering, legal, security, and data teams. I also contribute to maintaining consistency across the product as part of a large-scale design system. I work end-to-end, from early concept through to implementation. From design to implementation, I use Cursor to prototype flows, define interaction states, and validate logic before development. In several projects, I translated flows into PRs to improve alignment with engineering and reduce iteration cycles.

Selected work and impact

HIPAA Compliance

I led the UX for a platform-wide compliance system that defines how sensitive data is accessed and controlled across multiple product areas. The work required aligning several teams around a shared experience model. 14K+ sites explored the capabilities, with 86% retention through the first billing cycle.

Owner Checkout

I designed a new checkout model for service businesses where pricing is determined after the service is delivered. This introduced payments directly into operational workflows and required balancing flexibility with clarity and speed. The solution is now used by thousands of businesses, with over \$5M in transaction volume and a 62% conversion rate.

Operational Systems

I worked on core operational workflows used daily by businesses managing bookings, policies, and client data. This included designing intake flows for collecting and structuring customer information, cancellation policy systems with fee logic, and tipping functionality with staff attribution, all integrated directly into booking workflows used in day-to-day business operations. These capabilities are actively used at scale across the platform: 11K+ sites entered intake flows (6.5K installations) 2.8K sites defined cancellation policies (16K+ services with fees) 2.6K sites use tipping (84K+ orders processed)

Owner Mobile App

Translated complex desktop workflows into mobile-first experiences, focusing on real-time business operations and decision-making. Simplified multi-step processes into efficient, on-the-go actions used by business owners in their daily workflows, often in time-sensitive situations.

2020 – 2022

Wix / DeviantArt | UX Lead, Monetization

As UX Lead for the monetization domain, I owned the design direction of subscription infrastructure and revenue systems. I worked closely with product, data, and business teams to shape monetization strategy and represented UX in cross-functional decision making. I also mentored designers and led design critiques. The systems supported 147K+ subscriptions, 72K+ paying users, and generated approximately \$937K in creator revenue.

2014 – 2020

Aman Digital | Product Designer / UX Lead

At Aman, I worked on large-scale systems across insurance, banking, and the public sector, including consumer-facing insurance purchasing experiences on mobile. I led design processes end-to-end, translating complex business and regulatory requirements into usable product flows. I also built and maintained design systems across projects, and over time led design teams, mentored designers, and was involved in hiring and onboarding.

Skills Complex systems, payments, monetization and compliance, operational workflows, product discovery, cross-functional collaboration, design-to-development workflows

Tools Figma, Cursor (AI-assisted prototyping)

Education BSc in Interactive Communication Engineering | Ruppin Academic Center