

Amsterdam
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[Portfolio link](#)

Elia Greenberg

**Product designer with 4+ years of experience in founding roles
at 0→1 and growth-stage companies.**

I've turned business ideas into shipped products in B2B and B2C companies.

I design with a focus on craft, scalable systems, and seamless collaboration with engineers.

I'm hands-on, curious, and focused on making digital products more delightful and profitable

Employment Experience

Founding Product Designer, FYNO | B2C, 0→1

Jan 2026 - Present, Remote

- Leading product design for a Swiss personal-finance platform across onboarding, financial diagnostics, tax-filing workflows, and advisory services.
- Translating complex financial topics into clear, approachable experiences that help users understand their situation and take meaningful next steps.
- Designing and shipping the full customer journey across the product, marketing website, webinar funnels, and paid-consultation flows.
- Testing product and business hypotheses through rapid prototyping, landing pages, onboarding experiments, and service-validation flows.
- Building the company's visual identity, design system, interaction patterns, and front-end experiences across React, Tailwind, Framer Motion, and Framer.
- Partnering closely with founders and engineering on product strategy, growth experiments, conversion optimisation, and data-informed decision-making using PostHog and SQL.

Founding Product Designer, ROSE | B2B, 0→1, Growth

Oct 2024 - Present, Remote

- Leading product design for enterprise sustainability-reporting and ESG-management software used to collect, structure, analyse, and act on complex organisational data.
- Redesigned the product's information architecture and navigation to make key workflows clearer, more scalable, and easier to use.

- Simplified complex sustainability-data collection, management, and reporting workflows across the platform.
- Built and maintained the company's design system from the ground up, establishing reusable patterns and improving collaboration between design and engineering.
- Designed analytical views and operational tools that make dense datasets easier to understand and work with.
- Led a rebrand initiative spanning visual identity, logo development, and early messaging exploration.
- Prototyped future-facing concepts exploring how large language models could support sustainability-data collection and processing.
- Continuously identified and shipped UX improvements across key product touchpoints, strengthening usability, consistency, and product quality.

Consulting Product Designer, Hertz | B2C, Operations

Nov 2023 - Dec 2023, Remote

- Led research-focused initiatives to improve how product teams collect, process, synthesise, and use customer insights.
- Identified inefficiencies in existing research workflows and designed clearer methods for extracting actionable product insights.
- Collaborated with research and product teams to improve the usability and presentation of complex research data.
- Designed and implemented a scalable research-toolkit library with reusable templates and frameworks, improving consistency and reducing duplicated work.

Freelance Product Designer, Morgen | B2C/B2B, Growth

May 2023 - Aug 2023, Remote

- Worked closely with the CEO, CTO, and product team to define and design features supporting collaboration, availability sharing, and team-time management.
- Helped shape feature functionality around Morgen's strategic and monetisation goals.
- Designed a dashboard that used AI-generated analysis to help teams better understand and optimise how their time was spent.
- Created real-time performance widgets that made team behaviour and time utilisation easier to understand.
- Contributed to activation and retention initiatives by designing product prompts and experiences that encouraged users to engage with key platform capabilities.

Product Designer, Veriteer | 0→1, Growth, Global

Aug 2022 - Aug 2024, Amsterdam

- Designed e-commerce and personalisation concepts for global food brands, with a focus on customer engagement, retention, and data-informed experiences.
- Translated business and customer needs into product concepts, user journeys, and interactive experiences.
- Facilitated cross-functional workshops and led collaboration between design and engineering throughout ideation, validation, and delivery.
- Managed a small project team while leading internal product initiatives focused on improving documentation access and organisational knowledge sharing.

Education

Berghs School of Communications - UX and Digital Product Design

2021, Stockholm

Tools

Figma, Cursor, Paper, Framer, Craft.

Languages

English - Highly proficient.

Hebrew - Native language.

Dutch - A2 level.