

Daniel Livnat

UX Designer & Researcher | M.Sc in Human Factors Engineering & HCI

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Experienced UX Design & Research Lead with 6+ years of experience leading end-to-end UX initiatives across B2B and B2C digital products. Combines deep expertise in UX Design & Research alongside stakeholder management to create trustworthy and usable digital products. Proven experience leading cross-functional teams and driving user centered decision-making in complex product environments.

Experience

- 07/2025-Present: Volunteering as **Head of UX** at Bishvilenu
 - Leading the UX Design for an NPO supporting individuals coping with PTSD
- 2/2023-07/2025: **UX Design & Research team lead** at Cal – Israel Credit Cards Ltd.
 - **Managing and mentoring a team** of 2 UX designers & researchers, improving design & research quality, consistency and cross-functional collaboration
 - **Leading the UX design & research** across Cal's **B2C & B2B products**, including product strategy and data-driven decision making
 - **Stakeholder management and cross-functional collaboration:** engineers, product managers, project managers, QA, UI and outsourced suppliers
 - **Hands-on end to end UX Design & Research** for B2C and B2B web & mobile interfaces
- 2/2020 – 2/2023: **UX Designer & Researcher** at Cal – Israel Credit Cards Ltd.
 - **Leading the UX Design & Research** of Cal's native app and website, with over 1.5 million monthly users
 - **Representing the UX Design team's** needs to various stakeholders
 - **Translating product requirements into design** and writing detailed PRDs for all my designs

Education

- **M.Sc** in Human Factors Engineering & HCI (average: 90), The Department of Industrial Engineering and Management, Ben-Gurion University of the Negev
- **B.A** in Psychology and Cognitive Sciences (average: 91), Ben-Gurion University of the Negev

Skills

- **UX Design:** Wireframing, prototyping, design systems, information architecture, Figma, Figma AI. Proficiency in all product design stages, from ideation to production
- **UX Research:** Qualitative & quantitative end-to-end UX research using various research methods (e.g., usability testing, interviews), from research question(s) to conclusions and recommendations

Languages

- Hebrew (native), English (fluent)