

## Summary

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I'm a Senior Product Designer skilled in leading end-to-end product experiences in B2B SaaS and B2C platforms within regulated healthcare and fintech sectors. I leverage AI tools to improve design processes, iterating on ideas, prototyping, and building scalable design systems. I bring the same discipline to ambiguous problems that I bring to endurance sport: methodical, calm under pressure, and focused on the finish line. I'm seeking a role focused on AI-driven innovations and strategic growth.

- Experience across startups → enterprise, navigating ambiguity and scale
- Strong systems thinker focused on scalability, consistency, and speed
- Operates effectively in regulated, high-stakes environments (fintech, healthcare)
- Technically fluent; trusted partner to engineering on complex product challenges
- Proven ability to drive alignment across cross-functional teams
- Global, cross-cultural perspective, designing for diverse users and distributed teams
- Athlete mindset: disciplined, resilient, and performs under pressure

## Professional Experience

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### Senior Product Designer, UX UI & Design Systems

2023–Present

#### Walgreens Specialty Pharmacy

- Used Claude Code to maintain and revise the design system's underlying code in Figma Make, producing more accurate prototypes that accelerated stakeholder sign-off and design-to-dev handoff.
- Redesigned the Walgreens Specialty Pharmacy website end-to-end, building net-new B2B pages for providers, payers, and pharma while improving patient and caregiver comprehension through visual hierarchy, lifestyle photography, and story-driven navigation.
- Increased patient adoption for our core product, EZ Reorder, by 5% by architecting and governing a rebranded design system across multiple experiences, defining components, design tokens, and Figma libraries built to 100% WCAG AA compliance, with 70%+ of components now meeting AAA.
- Transformed legacy warehouse tools into DSCSA-compliant mobile and desktop experiences for pharmacy technicians, co-authoring minimal, task-focused UX copy with frontline stakeholders to increase accuracy and reduce processing time across 3 micro-fulfillment centers.
- Created a 0-to-1 design strategy for 3 patient-segmented onboarding experiences, translating ambiguous clinical and regulatory requirements into scalable care journeys that reduced rework and improved stakeholder alignment.

### Founding Product Designer

2021–2022

#### Noble

- Governed and modified Noble's design system, scaling 10+ reusable components (used by 3 engineers and 2 designers), enabling the engineering team to ship the core credit platform and scale new features quickly.
- Launched Noble's first self-serve onboarding capabilities in an agile product environment, enabling B2C fintech customers to activate credit products without sales involvement.
- Designed the end-to-end B2B fintech experience for 3 features: credit product onboarding, policy underwriting, and company scorecard translating complex credit decisioning workflows into intuitive, self-guided experiences that reduced delays caused by dependency on external support.
- Built interactive, high-fidelity prototypes to validate usability with stakeholders before development.

## Founding Product Designer

2019–2021

Coinmama

- Owned all UX/UI design for a 2-million-user global cryptocurrency platform, establishing design as a growth driver by partnering directly with engineering to quickly ship new features across the website.
- Increased onboarding completion rates by 14% and first-time transaction rates by 5% by redesigning customer onboarding and identity verification (KYC) for all new users, running user research and A/B tests to identify and resolve friction points.
- Shipped a streamlined buy/sell experience driving 11% growth in purchase volume, a 23% increase in first-time orders, and a 9% lift in repeat transactions across Coinmama's global user base.
- Balanced conversion, regulatory compliance (KYC), and user trust in a regulated fintech environment, shipping 30+ features in close partnership with engineering through agile sprints.

## Owner & Founding Designer

2017–Present

1x Designs, LLC

- Run a freelance design practice alongside full-time positions, delivering end-to-end web and mobile products for founders and small businesses leading each engagement from strategy through shipped product.
- Designed and shipped educational materials engaging adult learners, designing teacher and student workbooks, both print and digital, reaching more than 50,000 learners.

## Product Designer

2014–2016

JOANN Stores

- Led end-to-end product development for all-season craft products and queue line across JOANN's 850+ stores, applying market research and trend analysis and working in-step with the sourcing team to ensure deadlines were met to keep manufacturing costs down.

## Technical Designer & Product Developer (Sweaters, Apparel)

2012–2014

White House Black Market

- Translated design concepts into production-ready products, bridging design vision with technical and manufacturing requirements. Applied customer feedback and product data to drive iterative product improvements

## Skills

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### Design & Strategy

Product Design (0-to-1, End-to-End, B2B SaaS, B2C), Interaction Design, Information Architecture, Human-Centered Design, Product Strategy, Design Systems (Variants, Tokens, Component Architecture), User Journeys, WCAG 2.1 Accessibility

### Research & Craft

Usability Testing, A/B Testing & Experimentation, High-Fidelity Prototyping, Data-Driven UX Design (Funnel Analysis, Conversion Optimization, Retention & Activation Metrics), Stakeholder Management, Content Design / UX Writing

### Tools

Figma, FigJam, Figma Make, Figma Sites, AI Workflows (Claude Code, Figma Make, ChatGPT, Microsoft Copilot), Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Zeplin, Microsoft Office 365

### Leadership & Collaboration

Cross-Functional Partnership, Design Advocacy & Mentorship, Balancing User Needs, Business Objectives & Technical Constraints, Coxswain and rowing coach

## Education

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Bachelor of Science in Design • University of Cincinnati

Full Stack Web Development • Israeli National Cyber Bureau & The Jewish Agency for Israel

Design Leadership Intensive • Echos Desirable Futures Lab

IxDF Course Certificates • Interaction Design Foundation

## Citizenship & Work Eligibility

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United States • Israel