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Sergey Havenson, Product Design Lead

I make purpose popular. I find the why behind a product and translate it into something users actually feel through experience, brand, motion, and copy. I lead the same way I design: by making the right thing the obvious thing.

Employment History

Product Design Team Lead at amp fitness, Tel Aviv

Jun 2024 — Present

I run the product design team at amp. A fast, design-led fitness company reinventing strength training. I balance hands on craft with team building, lead key projects end to end, and shape how the product actually feels, from system thinking to visuals to interaction.

- Lead major app redesigns, gamification, and brand evolution to enhance user engagement and experience.
- Lead the experience and roadmap of our AI-Coach feature.
- Manage two designers and 2 different studios for sound and 3D projects.
- Optimized design workflows, improving collaboration with PMs and developers.
- Act as a strategic connector, aligning priorities across teams and streamlining execution.
- Validate solutions through user research, ensuring impact and usability.
- Expertise in UX, art direction, animation, and copywriting, creating high-impact product experiences.

Freelance Designer, Remote

May 2023 — Jun 2024

In mid 2023 I took a freelancer route to work on zero-to-one projects.

- Working with Keepod.com, I led a small freelance team to design and launch Heyoosh, an AI matchmaker mobile app, where I was in charge of the visual design, content strategy, and launch campaign.
- Also on the Keepod.com team, I designed the new interface of Bitwalking, WALK. A new take on modern health and lifestyle.
- I continued to help lead the experience on the Growth team at Flare, designing a smarter and more converting onboarding experience.

Product Designer at Flare (Marble Law app), Tel Aviv

Jan 2022 — May 2023

As the sole designer in my team, I implemented design processes and regular shipping while helping shape and define problems using data and interviews, and designing the experience end to end. I helped shape the brand, and the visual interfaces and led cross-team projects to provide better payment plans for the users.

- Worked well independently and on a team to solve problems.
- Organized and prioritized work to complete assignments in a timely, efficient manner.

- Helped conceptualize, define, and prioritize road maps and projects.

Product Designer at accessiBe, Ramat-Gan

Jan 2021 — Present

My biggest project was [accessFind](#), the world's first inclusive search engine. I researched and helped shape the beta version to test, iterate, and release a public version. I also designed the brand and interface.

Our team completely re-designed [accessiBe.com](#), emphasizing the brand and researching, testing, and designing visual concepts that will engage the hundreds of thousands of monthly visitors and help promote this vision.

Product Designer at Lucy Platforms, Ramat-Gan

Dec 2019 — Dec 2020

I was in charge of research, design, and road-maps of multiple products, from vision to implementation. I worked under tremendous pressure to deliver valuable and simple user experiences for the diamond industry members. I was also in charge of content writing, marketing design, head of the technical support department, speaking at global seminars and business development meetings, and company strategy and vision.

After hours

Founded and designed at Gopic.io

Mar 2020 — Nov 2021

Gopic is a smart albums platform made to accommodate any event with professional photographers in it, solving the problem of event memory loss we all experience.

The web platforms and the app are built to help event planners, professional photographers, and event guests never lose their precious memories. I designed and defined the work scope and managed the team (4 total) from zero to the first 5 customers.

Mentor - UX/UI design at ADP list & The product lounge

Feb 2022 — Present

In my spare time, I help junior designers build their first portfolio and become position-ready in weekly and monthly sessions.

- [Adplist.org](#)
- www.facebook.com/theproductloungee

Education

IDF - Maglan unit

Mar 2014 — Mar 2017

- Full 3 years of special combat service in the unit's sniper team.
- Commanding a squad in training and special operations.
- Participated in operations alongside different units and high-ranked officers.
- Active reserve duty soldier in my unit's original team.

High school diploma, Ort Arad , Arad

Sept 2007 — Jul 2012

Full High school diploma in Geology expended subject.

Courses

Product management at Elevation Academy

Sept 2018 — Jan 2019

Product design at Studio 6b

Jul 2019 — Nov 2019

Links

[My portfolio](#)

[My Substack](#)

[My LinkedIn](#)

Hobbies

I spend my spare time watching movies, reading books, and either running distance or doing CrossFit. I love to write, and I share my inspiration and thoughts on my Substack, @serghavenson. I also pretend to be a photographer.