Mary Daniel

Tel Aviv, Israel | +972 52-6394238 | marydaniel.product@gmail.com | Portfolio | LinkedIn

PROFESSIONAL SUMMARY

Product Designer with 4 years of experience crafting user-centric, data-driven products across mobile and web platforms. I take a holistic approach, balancing product, business, and user perspectives to create impactful solutions for both B2B and B2C products. I've worked end-to-end — from early discovery to production — to launch products that are both elegant and measurable. Deeply integrated with AI tools (Figma Make, Bolt, Claude, ChatGPT, and the king Cursor), I leverage them daily to accelerate ideation, prototyping, and delivery, transforming complex challenges into clear, scalable designs.

WORK EXPERIENCE

Lightricks — Product Designer, Brand Team
2025 | Jerusalem, Israel

• Contributed to the end-to-end design of LTX Scaler, a new AI-based product developed from concept to release as part of a dedicated cross-functional team.
• Collaborate with product, creative, engineering, and research teams to deliver KPI-driven solutions within a fast-paced design-to-production environment.
• Integrate AI tools (Figma Make, Bolt, Claude, ChatGPT, Cursor) throughout the design process, improving iteration cycles and design efficiency.
• Champion accessibility and data-informed design decisions, aligning creative and business Outcomes.

Wix.com — Product Designer, Mobile Apps Team
2022 – 2024 | Tel Aviv, Israel

• Designed and optimized SaaS products and mobile experiences using design systems to ensure consistency and scalability.
• Led projects independently from concept through delivery, balancing user insights, business goals, and technical feasibility.
• Partnered with product managers, R&D, and data science teams to translate analytics and research into actionable UX improvements.
• Conducted user interviews, usability tests, and data analyses to refine user flows and enhance retention metrics.
• Presented design strategies to stakeholders, influencing roadmap and product direction.

EDUCATION

Create Future School — UX/UI Design Diploma (2021–2022) • Completed comprehensive training in UX research, wireframing, prototyping, usability testing, and information architecture.

Shenkar College — Graphic Design Studies (2019–2020) • Gained expertise in building design concepts with a focus on composition, typography, grid systems, color, and aesthetics. Explored branding across both digital and print mediums, strengthening visual communication and conceptual design skills.

Tel Aviv University — B.A. in Art History (2015–2018) • Developed strong analytical and research methodologies, translating cultural and aesthetic understanding into creative reasoning and design thinking.

SKILLS

Design Tools: Figma (Advanced), Photoshop (Intermediate), Webflow (Intermediate)
AI & Prototyping: Bolt, Figma Make, Claude, ChatGPT, Cursor (Intermediate)
UX & Research: User Interviews, Data-Driven Design, Prototyping, Usability Testing, Information Architecture
Frontend (Basic): HTML, CSS, JavaScript Fundamentals
Collaboration: Notion, Jira, Monday, Miro, Cross-functional Communication
Languages: Hebrew (Native), English (Fluent)

SELECTED HIGHLIGHTS

• **AI-Integrated Workflow:** Improved prototype creation speed and iteration efficiency through AI-assisted tools.

• **Cross-Functional Leadership:** Collaborated with engineers, product managers, and marketing to deliver scalable, user-centric solutions.

• **End-to-End Delivery:** Transformed abstract concepts into production-ready interfaces for web and mobile platforms.

• **Cultural Foundation:** Art and research background enable merging aesthetics, storytelling, and functionality in product design.