

Oriel Michaeli



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Haifa

Work Experience

Product Designer - Stealth Startup

Nov 2024 - Feb 2026

- Led the end-to-end UX/UI design of a B2B workflow management platform, from discovery and wireframes to high-fidelity designs and developer handoff.
- Collaborated closely with Product Managers and Engineering teams to translate business requirements into intuitive user experiences that drove product adoption.
- Conducted user research, usability testing, and competitor analysis to validate design decisions and strengthen product-market fit.
- Designed scalable design systems and reusable components to ensure consistency and speed up delivery across the product.
- Simplified complex workflows to reduce friction and improve overall usability for end users.
- Performed design QA throughout development to ensure pixel-perfect implementation.

Product Designer - Lili

Oct 2021 - Aug 2023

- Translated high-level requirements into high-fidelity wireframes and designed pixel-perfect user interfaces and animations
- Conducted competitor research to align solutions with market standards
- Facilitated an organized and collaborative design process to maximize product success
- Focused on simplicity and ease-of-use to keep the app intuitive and reduce the learning curve for users
- Collaborated closely with Product Managers and Engineering teams to translate high-level requirements into actionable items
- Monitored product health to ensure that solutions effectively solved identified problems via various UX metrics

Product Designer - Viber

Feb 2020 - Oct 2021

- In charge of detailed visual designs (UI) and great user experience (UX) by always thinking from a user perspective.
- Leading core features such as the new Grid view interface (Video/Audio calls), Conference Rooms, Communities Group Chats & more.
- Focused on simplicity and ease-of-use in order to keep the app intuitive and reduce the learning curve of each new feature.
- Collaborating closely with Product Managers & Engineering teams, in order to translate the high-level requirements into clear, focused action items.
- Always checking the latest trends in UI design, UX solutions, and the various design softwares.
- Always re-checking the product health in order to ensure that the problem it is supposed to solve - is indeed solved, via various UX metrics.
- Facilitating an organized and collaborative design process within a squad that has a PM, QA & Devs.
- Collaborating within the product design guild in order to align the vision of my features & roadmap.

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Work Experience

UI/UX Designer - Studio Itay Blayer

2017 - 2020

- Translating high-level requirements into high-fidelity wireframes.
- Designing pixel-perfect user interfaces (UI) and animations.
- Conducting competitors research to maximize solutions to the market standards.
- QA of design implementation of the developers.
- Facilitating an organized and collaborative design process, which allows to maximize product success.
- Focused on simplicity and ease-of-use in order to keep the app intuitive and reduce the learning curve of the products.

Languages

- Hebrew (Native)
- English (Fluent)