

Profile

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I'm a Senior Product Designer with over seven years of experience creating data-driven, user-centric products that deliver measurable business impact.

I design with clarity, scalability, and logic, turning complex challenges into intuitive experiences that support both user needs and business goals.

I thrive in agile environments, collaborating with cross-functional teams to ship high-quality, effective, and scalable solutions.

Skills

Hard Skills

- Data-Driven Design
- A/B Testing & Experimentation
- Quantitative & Qualitative Research
- Product Thinking
- UX Strategy
- User Research & Usability Testing
- Design Systems
- Prototyping
- Interaction Design
- Agile Workflows
- Iterative Testing & Feedback Loops
- Cross-Functional Collaboration

Soft Skills

- Strategic Decision-Making
- Ownership & Accountability
- Mentorship & Team Guidance
- Analytical Thinking
- Problem Solving
- Adaptability

Education

SEPTEMBER 2018 – OCTOBER 2019

Hackeru College

UX/UI Design Diploma
Product Design, User Research,
Prototyping, and Design Strategy

SEPTEMBER 2011 – OCTOBER 2014

Brener

Visual Communication & Arts

Experience

MARCH 2025 – PRESENT

Senior Product Designer (Mobile Owner) | Guesty

Leading the end-to-end design, direction, and evolution of Guesty's mobile app, ensuring a cohesive, high-performing experience across all features.

- Own the mobile design system and overall UX foundation, defining the visual language, structure, and component logic.
- Design and deliver key app features from concept and research to polished UI and final handoff.
- Establish and maintain mobile design standards and workflows, streamlining collaboration between product, design, and engineering.
- Integrate AI capabilities into the app to improve automation, decision-making, and user efficiency.
- Partner with stakeholders to align design direction with business objectives and measurable KPIs.

OCTOBER 2023 – MARCH 2025

Senior Growth Product Designer | eToro

As part of multiple product squads, I lead user experience and interface design to drive business results through a data-first, user-centered approach. Key responsibilities and achievements include:

- Improved retention and conversion metrics by designing optimized user flows and data-driven features, contributing over \$4M in the first half of 2024.
- Conducted 100+ A/B tests and data analyses to enhance feature stickiness and overall user engagement, ensuring continuous improvement through iterative feedback loops.
- Worked closely with developers, product managers, and data analysts in a process-driven approach, prioritizing tasks, assessing feasibility, grooming, acceptance, and ensuring efficient execution in an agile environment.
- Contributed to the redesign of the app, including dark-mode implementation, and played a key role in developing scalable design systems for both mobile and desktop platforms.

FEBRUARY 2022 – FEBRUARY 2023

Product Design Lead | ThriveDX

Led the design team, driving product innovation and ensuring user-focused solutions through strategic design thinking and iterative testing processes. Key contributions included:

- Designed a complete ecosystem of 3 products that enhanced the digital experience and improved overall business metrics through data-backed decisions.
- Mentored junior designers and guided them in applying user research and A/B testing methodologies to achieve high-quality, user-centered designs.
- Collaborated with cross-functional teams to align design solutions with both business objectives and user insights, resulting in improved user experience and business outcomes.

MARCH 2021 – FEBRUARY 2022

UX/UI Lecturer | HackerU College

- Delivered UX/UI courses focused on user-centered and research-driven design principles, equipping students with industry-relevant skills.
- Designed hands-on workshops on usability testing, prototyping, and design processes to enhance student outcomes.
- Mentored students in portfolio development, leading to successful placements in the design industry.

MARCH 2021 – FEBRUARY 2022

Product Design Manager | HackerU

- Managed a team of product designers, ensuring the delivery of user-focused and efficient design solutions.
- Defined workflows and processes to enhance team creativity and streamline project execution.
- Collaborated cross-functionally to align design efforts with broader business goals.

FEBRUARY 2019 – FEBRUARY 2021

Product Designer | HackerU

- Designed intuitive user experiences through research, wireframes, and high-fidelity prototypes.
- Conducted user research and usability testing to inform iterative design decisions.
- Partnered with product managers and developers to ensure seamless implementation of design solutions.

JANUARY 2016 – JANUARY 2019

Product Designer | Freelance

- Delivered end-to-end design solutions for clients across various industries, balancing business needs with user goals.
- Conducted competitive analysis and user research to develop effective design strategies.