

GILI RAZ

Senior Product Designer

 @giliraz

 052-3994049

 Tel Aviv

 gillyraz@gmail.com

 gillyraz-site

SKILLS

-  Figma
-  Cursor
-  Adobe Photoshop
-  Adobe Photoshop

LANGUAGES

English
Fluent

Hebrew
Native

EDUCATION

B. DESIGN, HIT
2009 - 2014

PROFESSIONAL SUMMARY

An experienced **Product Designer** with diverse expertise in navigating **complex systems** and delivering innovative solutions. Demonstrates strong **UX thinking and problem-solving skills** while thinking strategically about business objectives and product strategy. Delivers comprehensive end-to-end design services as a collaborative team player.

EMPLOYMENT HISTORY

PROMAI (Startup, B2B platform)

Senior Product Designer • 2023 - 2025

Joined as the founding designer and established comprehensive UX thinking and problem-solving methodologies. Led the complete design lifecycle from requirements analysis through design system development. Collaborated with cross-functional teams including PMs, R&D, and QA to deliver cohesive product experiences.

Trusstor (Startup, B2B platform)

Product Designer • 2021 - 2023

Managed the entire design process from start to finish, analyzing requirements and business specifications to inform strategic design decisions. Created comprehensive wireframes, storyboards, prototypes, and design systems to support product development initiatives. Working closely with PMs, R&D and QA team to ensure seamless project execution and delivery.

McCann (Advertising agency)

UX/UI Designer • 2018 - 2021

Led design from specification through development, incorporating UX methodology. Conducted usability testing and created interactive prototypes to validate design decisions.

Costi (E-commerce Site)

UX/UI Designer • 2017 - 2018

Optimizing customer journeys.

Bela (Pharmacy E-commerce Site)

UX/UI Designer • 2014 - 2017

Ongoing website maintenance and improvements are designed to enhance user flow, boosting both the number of completed carts and their average worth.