

GILI RAZ

Senior Product Designer

 @giliraz

 gillyraz-site

 gillyraz@gmail.com

 052-3994049

SKILLS



Figma



Cursor



Adobe Photoshop



Adobe Photoshop



Jira



Confluence



Elementor



WordPress

LANGUAGES

English
Fluent

Hebrew
Native

EDUCATION

B. DESIGN, HIT
2009 - 2014

PROFESSIONAL SUMMARY

Senior product designer with 10+ years of **experience in B2B and B2C** companies. Expertise in **UX thinking**, problem-solving, and strategic business objectives. Proficient in Figma, Cursor, and Adobe Photoshop. Skilled in **cross-functional collaboration, data-driven decisions**, and leveraging AI tools. **Experience working at early-stage startups**. Innovative problem solver with a passion for transforming complex problems into simple and intuitive user experiences.

EMPLOYMENT HISTORY

PROMAI (Startup, B2B platform)

Senior Product Designer • 2023 - 2025

- Joined as the first product designer.
- I was involved in the nitty-gritty, business goals and the product roadmap.
- Design from scratch all of the products' platform features and user flows.
- Defining and implementing design processes, including timelines and touch-points with the Product, Dev, and other stakeholders.
- Design from scratch 4 products in 1 year. Each product has different users.
- Using AI tools to design prototypes reduced the time from 5 hours to 1 hour.
- Creating and maintaining design systems.
- Design the training platform using WordPress and Elementor.

Trusstor (Startup, B2B platform)

Product Designer • 2021 - 2023

- Manage the entire design process from start to finish.
- Analyze requirements and business specifications.
- Creating wireframes, storyboards, prototypes, design system.
- Working closely with PMs, development and QA team.

McCann (Advertising agency)

UX/UI Designer • 2018 - 2021

- Handling multiple end-to-end projects and campaigns.
- Prototyping, and designing.
- Conducted usability testing.

Costi (E-commerce Site, B2C platform)

UX/UI Designer • 2017 - 2018

- Optimizing customer journeys.

Bela (Pharmacy E-commerce Site, B2C platform)

UX/UI Designer • 2014 - 2017

- Ongoing website maintenance and improvements.