

Hi, I'm Max

For the past two years, I've been working as a freelance designer with tech startups across Israel, including [Brandlight](#), [Flare](#), [Go Out](#), [Superlegal](#), [Fiverr](#), [Faropoint](#) and [more](#).

Beyond design itself, I bring an understanding of how startups actually grow. I've had the chance to work with teams from their very first pre-seed stages all the way through to Series A, which gave me perspective on how product, brand, and business evolve together.

I'm fascinated by how startups grow, from nothing, to something, to everything. That curiosity drives the way I work: combining design craft with an understanding of the business and the people behind it.

Experience

Co-Founder / [Coidar](#) 2024 - 2025

Led the design and development of Coidar's brand and product interface. Oversaw everything from user research to UI refinement, playing a hands-on role across all stages of product growth.

Visual Designer / [Studio&More](#) 2022 - 2024

Specialized in website and brand design with a focus on UX. Worked with multidisciplinary teams, gaining a strong grasp of how strategy and design intersect.

UX & UI Designer / [Paragonex - Toyga](#) 2021 - 2022

Redesigned features and led a new trading app initiative within Toyga. Combined UX research and product thinking to refine the platform in a fast-moving environment.

Freelance 2020 - Present

Contact

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