

# Linoy Malka

## Product Designer | UX/UI Specialist

Ramat Gan, Israel | 054-834-9950 | linoymalka1234@gmail.com  
Portfolio | Behance

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### Profile

Creative and data-driven Product Designer with 4+ years of experience shaping digital experiences for SaaS platforms. Expert in UX research, design systems, and scalable interface design. Passionate about bridging user insight and business strategy to create intuitive, impactful products. Currently integrating and learning AI tools to enhance the design process and product innovation.

### Experience

#### Meckano | Lead Product Designer

Petch Tikva, IL | Sep 2024 – Present

- Spearheaded a complete redesign and rebranding of a 13-year-old HR SaaS platform serving 500K+ daily users.
- Conducted in-depth research across Admin, HR, and Employee personas to guide UX strategy.
- Built a new design system from scratch, introducing scalable UI components and documentation adopted company-wide.
- Used Microsoft Clarity and Miro to analyze user flows and improve engagement metrics.
- Designed and launched the Meckano Kiosk App, now used in hundreds of businesses.
- Partnered with teams to ensure smooth, data-driven rollouts and design stability.

#### ViyaMD | Product Designer (Retainer)

Los Angeles, CA | Jun 2023 – Sep 2024

- Worked as a dedicated retainer for ViyaMD, transforming an innovative clinical intelligence system from concept to a visually engaging and user-friendly product.
- Ensured the technology was effectively presented to clients and investors through a clear and intuitive user interface.
- Enhanced usability and accessibility for healthcare professionals and patients.
- Created a cohesive visual identity, conducted user research, and tailored designs for multiple user personas.
- Improved overall user experience, facilitating better understanding and adoption of the technology.

#### Delet | Product Designer

Los Angeles, CA | Jun 2023 – Apr 2024

- Created a user-friendly interface for Delet's secure self-show apartment system, enhancing usability.
- Conducted user research to identify key issues and designed wireframes and prototypes to address them.
- Developed a comprehensive Information Architecture for property listings, inventory, leads, and scheduling.
- Improved UX flow efficiency and provided valuable data insights for property managers and agents.

#### Freelance Collaborations | UI/UX Designer

Remote (IL + USA) | 2023 – 2024

- Maintained ongoing collaborations with clients including Cymotive, Jerusalem City Hall, Wood Panel Wall USA, and Dermalactive Cosmetics, providing UX/UI design and consulting.

### Skills

UX/UI: Design Systems · UX Research · Prototyping · Interaction Design · Information Architecture  
Tools: Figma · Photoshop · Illustrator · After Effects · Miro · WordPress · Clarity · Vibe Coding  
Soft Skills: Fast Learning · Collaboration · Problem Solving · Detail Orientation

## **Education**

Hacker-U – UI/UX Design, HTML/CSS, Video Editing | 2020 – 2022

Udemy – JavaScript for Designers | 2022 – 2023

## **Languages**

Hebrew – Native | English – Fluent