

LINOY MALKA

Product Designer | UX/UI Specialist

Ramat Gan, Israel • +972 54 834 9950 • linoymalka1234@gmail.com

Portfolio • Behance

PROFILE

Product Designer entering the fifth year in the field creating intuitive, scalable experiences for SaaS platforms. I specialize in UX research, design systems, and translating complex product challenges into clear, user-centered solutions. Leveraging AI tools (e.g., Claude) to architect scalable Design Systems and accelerate front-end delivery and vibe coding. I combine data-driven insight with strong visual execution to support business goals, improve usability, and elevate product clarity.

EXPERIENCE

Lead Product Designer | Meckano

Petah Tikva, IL | Sep 2024 – Present

- Led the end to end redesign and rebranding of a 13 year old web SaaS platform and separate app.
- Conducted research across all user types to shape UX strategy and product decisions.
- Built a comprehensive design system and scalable UI components adopted across the organization.
- Used Microsoft Clarity and Miro to analyze user behavior and optimize engagement.
- Designed end to end Meckano Kiosk App, now implemented in hundreds of businesses.
- Vibe coding frontend for key features aligned with company structure.
- Focused on growth features helping company ROI.
- Collaborated with cross functional teams to ensure stable rollouts and data backed improvements.

Product Designer (Remote Freelance) | ViyaMD

Los Angeles, CA | Jun 2023 – Sep 2024

- Supported the evolution of a clinical intelligence system from early concept to polished product.
- Translated complex medical insights into a clear, intuitive interface for B2B and B2C users.
- Defined UX vision and led redesign of full onboarding flow to support adoption.
- Conducted user research and refined flows for multiple personas.
- Led the company's visual identity rebranding.

Product Designer | Delet

Los Angeles, CA | Jun 2023 – Apr 2024

- Designed a user friendly interface for a PaaS platform to improve accessibility and ease of use.
- Conducted user research to identify friction points and shape product direction.
- Developed detailed Information Architecture to support scalable growth.
- Improved UX flow efficiency and contributed insights supporting property managers and agents.

UI/UX Designer | Freelance Collaborations

Remote (IL + USA) | 2023 – 2024

- Provided UX/UI design and consulting for Cymotive, Jerusalem City Hall, Wood Panel Wall USA, and Dermalactive Cosmetics.
- Delivered research, wireframes, high fidelity UI, and iterative improvements for diverse digital products.

SKILLS

Architecture & User Flow • Complex Platform Design • Design Systems • End to End Product Thinking • AI Powered Research & Frontend • Agile Collaboration & Delivery • Illustration & Branding

TOOLS

Figma • Adobe Suite • Miro • Clarity

SOFT SKILLS

Fast Learning • Collaboration • Problem Solving • Detail Orientation

EDUCATION

Blockchain and Digital Currency College — BDCC | 2025 – 2026

HackerU — UI/UX Design, HTML/CSS, Video Editing | 2020 – 2022

Udemy — JavaScript for Designers | 2022 – 2023

LANGUAGES

Hebrew — Native • English — Fluent