



GUY MAGEN

SENIOR PRODUCT DESIGNER

[Portfolio](#) (Contact me for password)

[LinkedIn](#)

[+972.54.7734245](#)

hi@guymagen.com

I'm Guy, a Senior Product Designer with **over 12 years of experience** creating user-friendly, visually refined products across **SaaS, fintech, and AI-driven platforms (on both web and mobile apps)**. I've led design initiatives in small and medium-sized startup companies, where I deep-dived into complex systems, **connected business goals, user needs, and tailor-made designs**.

TOOLKIT

Figma

Adobe Creative Cloud

Rive

v0

ChatGPT

Cursor

VS Code

Webflow

Blender

Spline

WORK EXPERIENCE

STIGG

Product Designer

Mar 2023 - Present

- **Solo product designer** leading **end-to-end design processes** for Stigg's core **web-app**, from early concepts to **wireframes, prototyping with AI Tools**, and **hand-off of final UI to the R&D to develop**, following a cohesive **design system** which I built that was implemented.
- **Work closely with the VP of Product and the R&D team** to deliver intuitive and scalable experiences.
- Design clear interfaces for **complex domains** like entitlements, usage-based billing, and **AI-assisted features**.
- Turn highly technical **workflows** and requirements into **simple and approachable UX** that helps **SaaS** teams experiment confidently with pricing and monetization.

FINOUT

Product Designer

Jun 2022 - May 2023

- Designed **core product experiences** for a **cloud** cost management platform and made **complex usage and billing data easier to understand and act on**.
- Took part in the **full design cycle**, from **exploration and research** to **wireframes, prototypes, and final delivery**.
- **Collaborated closely with PMs, engineers, and design partners** to solve real user problems.
- Built **workflows** and **UX** that support both technical teams (DevOps, engineering) and financial stakeholders (FinOps, finance).

WILCO

Product Designer

Oct 2021 - July 2022

- Led **product design** for Wilco's game-like learning platform, **creating intuitive, challenge-based flows** for software engineers.
- Designed and developed the company website in **Webflow**.
- Built and maintained a **cohesive design system** across the platform and internal tools.
- Designed internal interfaces like the in-game employee portal and "Snack" (Slack-style chat tool).
- Created **engaging experiences** that support developer growth and skill-building.

FLYTREX

Product Designer

Short term freelance

Aug - Oct 2021

- Designed key features for a drone delivery startup across the **marketing site** and **mobile app**.
- Worked closely with R&D to **define flows, create wireframes, and deliver functional and production-ready designs**.

PULS

Product Designer

Jun 2020 - Aug 2021

- Led design for Puls's **mobile apps and web platform**, from **research** and **wireframes** to final UI and handoff.
- Created Heartbeat, a **unified design system used across all products**.
- **Collaborated closely with dev teams** and handled design QA to ensure polished, **pixel-perfect results**.
- Designed marketing assets including social posts, newsletters, and presentations.



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PAYK

Design Lead

Jul 2019 - Jun 2020

- Led all visual design efforts for PayK across **product** and **marketing**.
- Owned the **end-to-end design** of the PayK mobile app, website, and landing pages.
- Designed **social media assets**, **marketing materials**, and **presentation decks** to support brand growth.

NETCRAFT

Digital product designer

Feb 2018 - Jun 2019

- Worked with clients including **Bank Hapoalim**, **Dell EMC XtremIO**, **Netafim**, and others on a **variety of web and mobile products**.
- Designed **end-to-end experiences** for **banking and payment apps** such as Bank Hapoalim's consumer account app and Bit.
- Created UI and UX for **complex internal tools** at XtremIO, supporting **technical workflows and operational needs**.
- Collaborated with **cross-functional** teams, both on-site and remotely, to deliver clear, functional, and production-ready designs across multiple domains.

MENTORSHIP

STARTUP DESIGNERS

Mentorship

September 2019 - Present

I mentor junior designers by sharing my expertise, helping them strengthen their skills, and supporting their growth as they build their professional path and network.



Discretion appreciated • Recommendations will be provided upon request

