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**.

WORK EXPERIENCE

STIGG
Product Designer

Mar 2023 - Present

- Leading **end-to-end design** for Stigg's core **web-app,** from **early concepts to wireframes, prototypes, and final UI.**
- Working closely with **Product and R&D** to deliver **intuitive** and **scalable experiences.**
- Building a cohesive **design system** implemented with **Storybook**.
- Creating **clear interfaces** for complex domains such as entitlements, usage-based billing, and AI-assisted flows.
- Simplifying **technical workflows and PRDs** to help 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.

🤫 Discretion appreciated · Recommendations will be provided upon request 🤫

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
Mentoring
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.

TOOLKIT

Figma   Adobe Creative Cloud   Rive   v0   ChatGPT   Cursor   VS Code   Webflow   Blender   Spline

🤫 Discretion appreciated · Recommendations will be provided upon request 🤫