👋 Hi, my name is

GUY MAGEN

YOUR NEW SENIOR PRODUCT DESIGNER

My portfolio ↗ • www.guymagen.com • hi@guymagen.com • LinkedIn • +972.54.7734245

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   Lottie   Webflow   ChatGPT   Gemini   v0   Cursor   Spline   Blender

WORK EXPERIENCE

STIGG
Product Designer

Mar 2023 - Present

- Owned **end-to-end design** of Stigg's core web platform, leading initiatives from **early problem framing** and **exploration** through **high-fidelity design and production-ready delivery.**
- Designed UX for **highly complex domains** including entitlements, usage-based billing, permissions, and AI-assisted workflows, translating abstract and technical concepts into clear, usable interfaces.
- Worked closely with **Product and R&D** to shape **requirements**, surface tradeoffs early, and **align design decisions** with technical and business constraints in a rapidly evolving product.
- Built and evolved a **cohesive design system** that improved **consistency across features, reduced design debt**, and enabled faster, more confident iteration as the platform scaled.

FINOUT
Senior Product Designer

Jun 2022 - May 2023

- Led design of core product experiences for a cloud cost management platform, **supporting both technical users and financial stakeholders** in understanding cloud spend.
- Simplified complex usage, billing, and cost data into clear, actionable workflows that helped teams investigate anomalies and make informed decisions.
- **Partnered closely with PMs and engineers** across the **full design lifecycle**, from early discovery and exploration through **developer handoff and UX QA**, ensuring solutions were both usable and technically feasible.

WILCO
Senior Product Designer

Oct 2021 - July 2022

- Led product design for a **game-like learning platform for software engineers.**
- Designed i**ntuitive, challenge-based flows** that supported skill development and engagement.
- **Collaborated with cross-functional teams** while building and maintaining a shared design system.

FLYTREX
Product Designer   Short-term freelance

Aug - Oct 2021

- Designed key product flows across mobile and web for a drone delivery platform.
- Focused on **operational clarity and usability in real-world,** time-sensitive scenarios.
- Worked closely with R&D to define requirements and deliver production-ready designs.

PULS
Product Design Lead

Jun 2020 - Aug 2021

- Led end-to-end design for Puls' **mobile and web products.**
- Built and scaled a design system used across product and marketing.
- Collaborated with engineering and marketing to ensure consistency, quality, and alignment with business goals.

PAYK

Design Lead 😅 Covid-19 hit here

Jul 2019 - Jun 2020

- Led all **product, visual, and brand design** efforts across PayK's mobile app, website, and marketing assets.
- Owned the **end-to-end design of the consumer app,** from core product flows to visual language and UI system.
- Worked closely with product, engineering, and business stakeholders to shape **product direction and support growth** through cohesive product and brand experiences.

NETCRAFT

Digital product designer   Worked with **Bank Hapoalim, Xterm.IO (by Dell) and Netafim**

Feb 2018 – Jun 2019

- Designed **end-to-end web and mobile experiences** for **enterprise** and **consumer** products across multiple industries.
- Worked on **complex internal tools** and customer-facing systems, **collaborating with clients** and internal teams to deliver production-ready solutions.

MENTORSHIP

STARTUP DESIGNERS (VIA ADPLIST)

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.

EDUCATION

UDEMY & COURSERA

Various topics

Over the years I took various courses to make my toolkit bigger, from iOS Development (Swift), Animations, Micro-interactions, 3D Modeling and more.

STUDIO 6B

UX & Product design

September 2018 - June 2019

Took part of the UX & Product design led by Sagi Shrieber - focusing on user research, information architecture, wireframing, usability testing, and core UX principles.

JOHN BRYCE TLV

UX & Product design

September 2009 - August 2010

Covering all of the adobe products for web and interactive design - Photoshop, Illustrator, Dreamweaver, InDesign, Flash. and client-side languages as HTML, CSS, AS2/AS3