



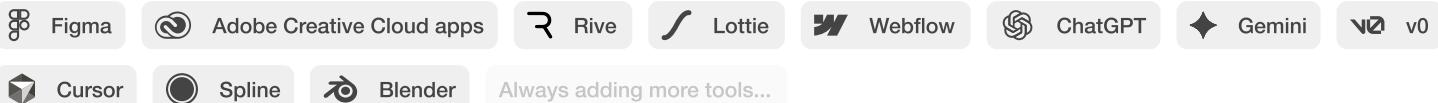
Hi, my name is **GUY MAGEN** YOUR NEW SENIOR PRODUCT DESIGNER

[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



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

May 2022 - Mar 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

Aug 2021 - May 2022

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

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

Jun 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.



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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