

Head of Design | Product & UX Leader

Design leader with 15+ years building high-impact, consumer mobile products at global scale. I build and mentor high-performing design teams, align design with business outcomes, and ship lovable experiences, across social, mobility, and edtech, balancing craft, speed, and measurable impact.

WORK EXPERIENCES

Revyze

Founding Designer • Sep 2024 - July 2026

Paris, France (Remote from London, UK)

Edtech startup reinventing secondary/high-school revision via micro-learning.

- As the founding designer, operated as the sole design function (product, visual, UX writing) in the company, instilling experimentation and high standards.
- Architected mobile-first gamification loops (Progression, Streaks, XP, weekly events, etc.) that increased M1 retention by 15% and boosted avg session length by 60%.
- Led end-to-end design for core monetization flows, including subscriptions and micro-transactions, lifting free-to-paid conversion by 3% and trial-to-paid by 40% in the first quarter.
- Partnered with founders on product strategy and international expansion milestones.

Yubo

Head of Product Design • Sep 2020 - June 2024

Paris, France (Remote from London, UK)

Social live-streaming platform for Gen Z, 60M+ users worldwide.

- Led a multi-disciplinary team (design, research, content) and set a cohesive product design strategy.
- Standardized design processes and scaled DesignOps across iOS/Android, accelerating feature delivery to a 2-week sprint average without compromising product quality.
- Directed the design of premium and micro transaction features, directly contributing to a 130% increase in MRR, driving the company to profitability/profit break-even.
- Tight collaboration with execs and PM/Eng on roadmap, KPIs, and experimentation.

Google (Waze)

Head of Product Design • Aug 2018 - Aug 2020

Senior Product Designer • Sep 2013 - Aug 2018

Tel Aviv, Israel

World's largest community-based navigation app (140M+ MAU).

- Owned product design across Driver App, Carpool, Ads, and in-car integrations.
- Built, managed, and cross-functionally embedded a 10+ person design team across 10 distinct product squads, directly increasing design shipping velocity and cross-platform UX consistency.
- Established a unified design language and raised UX consistency across platforms.

mantis. (NGSoft)

Web Designer • Sep 2011 - Aug 2013

Tel Aviv, Israel

- Designed and developed intricate information architectures and user interfaces for high-profile clients such as Amdocs, James Richardson, Microsoft, Tel Aviv Student Union.
- Created comprehensive branding solutions, ensuring client satisfaction and brand coherence.

EDUCATION

Bezalel Academy of Art & Design

B.Des of Visual Communication • Oct 2007 - Jul 2011

Jerusalem, Israel

FREELANCE

Design Partner & Consultant

Freelance • July 2024 - Today

Design and product consulting for startups and scaleups.

- Design audits and roadmap prioritization; set up lightweight design ops and velocity-friendly processes.
- Rapid prototyping to validate value props and growth loops.
- Gamification, onboarding, and monetization experiments; analytics instrumentation and KPI frameworks.
- AI-assisted content and tooling (prompt systems, creative pipelines) to accelerate production.

SIDE PROJECTS

Disco Dungeon

Sole Artist • Mar 2020 - Today

- Owning end-to-end visual DNA (characters, environments, UI/UX, VFX) and bridging design with engineering through direct integration and optimization in Godot.

Bezalel Academy

Co-lecturer • Oct 2013 - Jul 2014

Jerusalem, Israel

- Co-led the "Design of Playful Environments" studio course, delivering lectures on video game design and gamification principles.
- Provided design feedback and mentorship to students, contributing to curriculum development.

SKILLS

- Product Design
- Product Strategy
- Design Systems & Ops
- Brand & Art Direction
- Interaction & Motion Design
- Prototyping & Coding
- Game & Gamification Design
- Mentoring & Design Leadership

LANGUAGES

- French (Native)
- English (Fluent)
- Hebrew (Fluent)