

Contact

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About me

I'm a Product Designer with over 10 years of experience focused on solving problems at large scale using design systems. Today, as a Product Design Lead, I'm on a mission of crafting and shaping the future of Penta, the design system behind Fiverr.

Speaking

2022 Penta Design System at Startup Designers Event (#31)
Tel Aviv

I revealed Penta - the design system behind Fiverr.com. I shared the journey, challenges and the effort that it took. YouTube is available in Hebrew.

Work Experience

2022 - Now Product Design Lead, Penta Design System at Fiverr
Tel Aviv

- Leading the design system direction, educating and governing guidelines.
- Working with designers across all disciplines - product (primarily), brand and marketing, brainstorming and finding common patterns across the product ecosystem.
- Enabling design teams of 35+ designers to create world-class experiences in a platform used by millions all over the world.
- Working with engineering teams, using my engineering skill set to innovate and introduce new workflows, tools and ideas.
- Working with UX writers to create components guidelines.
- Creating internal processes to work with designers and developers.
- Onboarding designers to the team.
- Building roadmaps.

- 2020 - 2022 **Product Designer, Penta Design System at Fiverr**
Tel Aviv
- 2018 — 2020 **Product Designer at Fiverr**
Tel Aviv
- Product designer at Fiverr working on Sellers experience.
- 2017 - 2017 **Senior Product Designer at SimilarWeb**
Tel Aviv
- Designed new B2B experiences and conceptualized the future of the product. Established the fundamentals of a design system.
- 2016 - 2017 **Product Designer at Spark**
Tel Aviv
- Focused on bridging a revolutionary technology for finding a parking spot with a powerful digital product for managing and inspecting them.
- 2014 - 2015 **Full stack Developer at ironSource**
Tel Aviv
- Responsible for the development of many of the company's websites. Focused on both client and server side.
- 2012 - 2012 **UI Designer at WebsPlanet**
Tel Aviv
- Created landing pages at large scale for an application that creates websites at mass.

Skills

Design system, Product Design, User Experience, Visual Design, User Research, Wireframing, Storyboarding, Prototyping, Whiteboarding, Microinteractions, Information Architecture, Front end development.

Tools/Technologies

Figma, Sketch, Slack, Adobe Creative Suite, React.js, Next.js, Notion, Principle, Origami, inVision, HTML & CSS