

Yamit Aharoni

Senior Product Designer · B2B & B2B2C SaaS · AI-Powered Products

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PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years of experience crafting intuitive, scalable digital products across B2B and B2B2C SaaS platforms. Combines strong user research and product thinking with hands-on visual execution – translating complex business and technical requirements into clear, user-centred solutions. Experienced in designing AI-powered products and leading the full design process from discovery and usability testing through high-fidelity UI and design systems. Integrates AI-driven design and implementation workflows to rapidly explore concepts, prototype interactive experiences, and collaborate efficiently with AI coding agents – while grounding every decision in behavioural analytics (Heap, LogRocket, Mixpanel) and A/B testing.

CORE SKILLS

Research & Discovery: UX Research, User Interviews, Usability Testing, Persona Development, Jobs-to-be-Done

Design Execution: Information Architecture, Wireframing, Prototyping, High-Fidelity UI, Design Systems, Accessibility

AI-Assisted Workflow: Rapid mockup generation (Claude, Figma Make), AI-assisted research (ChatGPT, Gemini), design exploration (Loveable, Base44), AI-powered implementation workflows with coding agents, Vibe Coding – using AI-generated code as a design medium to rapidly prototype, iterate, and refine interactive product experiences

Analytics & Testing: A/B Testing, Behavioural Analytics – Heap, LogRocket, Mixpanel

Frameworks & Tools: Material Design, Bootstrap – collaboration with engineering on component-based systems

Tools: Figma, Framer, Figma Make, Sketch, Adobe Creative Suite, Claude, ChatGPT, Gemini, Codex, Claude Code, Loveable, Base44, HTML/CSS basics

Collaboration: Cross-functional with Product, Engineering, Data & AI teams · Agile environments

EXPERIENCE

UVeye · Senior Product Designer 2025 – 2026

AI-powered vehicle inspection platform – automated undercarriage & tyre scanning for dealerships and fleet operators.

- Led end-to-end UX/UI design across mobile and desktop, owning the full process from discovery and user research through to delivery – accelerating design cycles and improving cross-team alignment.
- Designed and iterated on complex field-facing mobile flows – including onboarding, photo capture, and tutorial management – reducing friction and improving task clarity for on-site users.
- Conducted usability testing and applied behavioural analytics to validate design decisions, identify usage patterns, and iterate based on real user behaviour.
- Used AI-assisted design workflows with Claude and Figma Make to rapidly generate mockups, explore multiple design directions, and accelerate design decisions across the product team.
- Leveraged AI coding agents through Vibe Coding workflows to prototype, review, and refine interactive HTML/CSS experiences for stakeholder reviews and user testing while maintaining high design fidelity.
- Redesigned key user flows to reduce task complexity and time-on-task for field operators – making multi-step processes faster to complete and easier to understand in high-pressure environments.
- Collaborated closely with product managers, engineers, and AI specialists to align design with technical constraints and business objectives.

SWAPP.AI · Senior Product Designer 2023 – 2025

AI-powered platform for automated architectural planning and construction documentation.

- Owned the full UX/UI design process – from design system creation and information architecture through to prototyping and final visual execution.
- Conducted hands-on user research and usability testing with architects and planners to validate features and ensure the product matched real professional workflows.
- Simplified complex architectural workflows through clear information hierarchy and streamlined navigation – reducing cognitive load and training complexity for professional users working under tight project timelines.
- Worked on AI-assisted architectural workflows involving plan modifications, automated corrections, and technical documentation – designing interfaces that balanced automation with professional user control and accuracy.
- Used Claude, ChatGPT, and Figma Make to explore design directions and accelerate concept development throughout the design process.

CYE · Senior Product Designer 2022 – 2023

Enterprise cybersecurity risk management platform – helping global organisations quantify and prioritise cyber risk.

- Led product design for security-focused tools, translating complex, data-heavy security workflows into clear and efficient interfaces for enterprise teams.
- Built and scaled a consistent design system using Bootstrap-based component patterns, ensuring visual coherence and smooth collaboration with engineering.
- Applied Heap behavioural analytics to identify friction points and usage drop-off, driving iterative improvements to key user flows.
- Partnered with PMs, engineers, and security stakeholders in agile cross-functional teams to deliver high-impact features.

Staircase.AI · Senior Product Designer 2021 – 2022

AI-powered B2B SaaS platform helping Customer Success teams identify risks and growth opportunities in customer relationships.

- Led end-to-end product design – from user research, interviews, and persona development through to information architecture, UI design, and usability testing.
- Designed dashboards, customer journey visualisations, and data components that made AI-generated insights immediately actionable for account managers.
- Built a scalable design system to ensure UI consistency and accelerate engineering delivery.
- Applied A/B testing and LogRocket behavioural analytics to continuously validate and improve the product experience based on real user behaviour.

Rapyd · Senior UX/UI Designer 2018 – 2021

Fintech-as-a-Service platform enabling global businesses to accept and send payments via local payment methods.

- Designed UX/UI for onboarding, checkout flows, dashboards, and reporting tools across web and mobile for a global B2B audience.
- Worked within Material Design principles to build a flexible, scalable component system aligned with engineering workflows and consistent across global markets.
- Conducted user interviews and applied Mixpanel analytics to optimise critical payment flows, improving task completion and reducing user drop-off.
- Delivered high-impact features in an agile team alongside PMs, developers, and QA.

Applicaster · Senior UX/UI Designer 2014 – 2017

SaaS platform enabling media companies and broadcasters to build cross-platform apps for mobile and smart TV.

- Led UX and UI design for dozens of mobile and smart TV apps (iOS, Android, Apple TV, Android TV) for major broadcasters and media clients.
- Defined user flows and core use cases, balancing brand diversity, content complexity, and platform-specific usability requirements.
- Worked directly with clients, product managers, and developers to align design with client needs and platform guidelines.

Freelance Designer · Ongoing

Clients include Strauss-Elite, Bank Hapoalim, Discount Bank, Autodesk, Maccabi Health Services, and others.

- Delivered end-to-end product design – UX flows, UI design, brand identity, and design systems – for websites, native apps, and web platforms.

EDUCATION

Bachelor of Industrial Design · Tel Aviv College of Technology

HTML & CSS · Netcraft Academy