

KARIN LEVY

Senior Product Designer | B2B & Complex Systems

CONTACT

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SUMMARY

Senior Product Designer with 5+ years of experience designing complex B2B SaaS products across fintech, insurance, healthcare, and operational platforms. Specialized in simplifying complex workflows, dashboards, and data-heavy systems into intuitive, production-ready experiences. Experienced in end-to-end product design from discovery and UX strategy to high-fidelity UI and developer handoff, working closely with founders, product managers, and engineering teams.

EXPERIENCE

Senior Product Designer | 2021 – Present

Partnered with startups and tech companies, collaborating with product and engineering teams to design complex B2B SaaS products across fintech, insurance, and healthcare.

- Designed dashboards and workflow systems for complex B2B platforms
- Led end-to-end product design including user flows, prototypes, and usability testing
- Built scalable UX patterns, reusable components, and design systems
- Collaborated with founders, product managers, and engineering teams

UX/UI Designer | 2016 – 2021

Designed digital products for companies and startups as an independent product designer.

- Designed responsive product interfaces and web applications
- Created user flows, wireframes, and interactive prototypes for product features
- Delivered production-ready UI in collaboration with development teams

Web & Brand Designer | 2010 – 2016

- Designed responsive websites and UX structures
- Created brand identities and digital marketing assets

Art Director | 2005 – 2009

- Advertising Agencies - TBWA Digital, DDB, Avraham Advertising
- Led digital campaign design from concept to production

EDUCATION

- Generative AI Tools & Prompt Engineering | Open University 2025
- AI-Enhanced UX/UI Design | Open University 2024
- UX/UI Design Professional Certification | Netcraft Academy 2012
- Student Exchange Program | Design Academy Eindhoven, Netherlands | 2002
- B.Sc.TE Visual Communication | HIT 2000 – 2004
- **Languages:** Hebrew (native) | English (professional)

SKILLS

Product Design

- Complex Systems
- Design Systems
- UX/UI Design
- Design thinking

Industries

- Fintech
- Insurance
- Healthcare
- Startups

Tools

- Figma
- AI Tools
- Notion & Jira
- Adobe CC

Web

- WordPress
- Elementor
- HTML & CSS
- GA4