

Maayan Leshem

Senior Product Designer

+972 52-360-0773 · maayanleshem8@gmail.com · maayanleshem.com · Tel Aviv, Israel

Product Design

Design Systems

UX Research

Figma

End-to-End

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years crafting end-to-end digital experiences for complex SaaS products, mobile apps, and web platforms. Deep expertise in design systems, user research, and cross-functional collaboration. Proven ability to translate business goals and user insights into intuitive, scalable product experiences — driving measurable outcomes through data-informed design and iterative development.

PROFESSIONAL EXPERIENCE

Senior Product Designer

Dec 2021 – Present

Zigit — Project Company

- Led end-to-end product design for complex SaaS platforms, mobile apps, and responsive web — from discovery through production.
- Built and maintained a scalable design system (components, tokens, guidelines) adopted across multiple product lines, accelerating dev handoff.
- Drove product decisions through A/B testing and live usage data, continuously improving user task completion and engagement metrics.
- Partnered with R&D, Product, and business stakeholders to define scope, design new features, and iterate based on real user feedback.
- Established UX documentation practices — annotated specs, interaction guidelines, and accessibility standards for engineering teams.

Freelance UX/UI Designer

Jan 2021 – Dec 2021

Self-Employed

- Delivered end-to-end design for clients across SaaS, branding, and marketing — including wireframes, prototypes, and final UI.
- Managed full project lifecycle: discovery, scope, iteration cycles, and client presentations.

UI/UX Designer

Jul 2019 – Jan 2021

Screenz

- Designed and shipped UI/UX for a proprietary CMS platform used by media and content teams.
- Characterized, designed, and implemented new system features with a focus on workflow efficiency and seamless user experience.
- Collaborated directly with developers to maintain design integrity through implementation.

Designer

Mar 2019 – Jun 2019

Nitzan Tal Design Studio

- Contributed to multi-disciplinary projects spanning digital product design, branding, and packaging.

Creative Thinking Instructor

Jan 2019 – Jan 2020

Excellence Center

- Planned and facilitated design-thinking and engineering workshops for gifted students, strengthening facilitation and communication skills.

CORE SKILLS

Product Design

End-to-end UX/UI, Interaction Design, Wireframing, Prototyping

Research & Data

User Research, A/B Testing, Usability Testing, Data Analysis

Design Systems

Component Libraries, Style Guides, Design Tokens, Dev Handoff

Accessibility

WCAG 2.1 AA/AAA, Inclusive Design, Contrast & Typography

TOOLS

Figma

ProtoPie

InVision

Adobe XD

Photoshop

Illustrator

InDesign

Miro

Notion

EDUCATION

B.A Industrial Design

Holon Institute of Technology
2014 – 2018

UX Certification

John Bryce
2018

Exchange Program

HFG Schwäbisch Gmünd, Germany
2017

Design Prep

6B Design
2012 – 2014

LANGUAGES

Hebrew

Native

English

Professional