

Zohar Uziely / Senior product designer

Product designer who thrives at the intersection of complex logic, product strategy, and intuitive UX. Driven by user empathy and backed by an engineering and PM background, I build solutions that balance user needs with technical feasibility and business goals.

 zoharuziely.com

 zohar96@gmail.com

 +972-52-4781-587

 [zohar-uziely](https://www.linkedin.com/in/zohar-uziely)

Experience

Senior Product Designer

Wix, 2023–2026

- Designed experiences for Wix Automations, including completely redesigning the basic wizard tool into an interactive canvas builder, empowering internal verticals and millions of site owners to create logic-heavy business workflows.
- Executed the full UX process, from discovery and ideation to delivery and design QA, validating decisions through continuous user interviews and usability testing.
- Owned product UX including prioritizing features with PMs, managing quality backlogs, and onboarding incoming designers.
- Leveraged AI tools, including custom Claude and Cursor skills, to streamline ideation, rapid prototyping, and design-to-production execution, shortening time to release.

Product Designer & Product Manager

IDF Matzpen, 2020 – 2022

- Designed end-to-end UX/UI, from initial sketches to mockups, securing alignment via stakeholder reviews and user testing.
- Managed the full product lifecycle: defining product vision, KPIs, and roadmaps, while validating hypotheses.
- Led UX workshops and lectures for R&D and PMs to establish design-first standards across teams.
- Led and designed a self-service configuration page, reducing PM dependencies and empowering users to customize workflows independently.

Programming Course Commanding Officer

IDF Basmach (Mamram), 2020

- Led the professional training of 57 trainees and managed 12 staff members in a high-pressure environment, while teaching Agile, Scrum, PM, and UX methodologies.

Fullstack Team Leader

IDF Matzpen, 2018–2019

- Built and led a 7-developer team to deliver a large-scale video streaming web application using Scrum methodologies.
- Drove the end-to-end product management and UX design, from initial architecture to final implementation.

Education

UX Certification Program

John Bryce Hi-Tech, 2022

B.Sc. Computer Science

College of Management, 2021

Computer Programming Course

Basmach (Mamram), IDF, 2015

Skills

Tools

Figma · Claude Code · Cursor · LLMs · Git · FullStory · Jira · NotebookLM

Design Skills

User research · Wireframing · UI/UX design · Prototyping · Usability testing · Microcopy & UX writing

Interpersonal

Cross-functional team collaborator · Storyteller · Fast learner · Creative problem solver

Languages

Hebrew (Native) · English (Fluent)

Beyond Work

Volunteering

- **Hoshen:** Educating high school students on LGBTQ+ inclusion and tolerance.
- **PodText:** Transcribing podcasts for deaf and hard-of-hearing audiences.

Community

Won in Giv'atayim's environmental program, realizing a local urban sustainability project.

Hobbies

Piano · Saxophone · Dance · Outdoors