

Tamir Schwartz

Senior Product Designer

Passionate about intuitive design that drives engagement and results

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EXPERIENCE

Senior Product Designer | Bright (Cybersecurity, B2B)

OCT 2023 - NOW

- Designed and enhanced an AI-powered vulnerability detection platform through research-informed UX/UI decisions.
- Led **usability tests and feedback** analysis, **improving key task completion efficiency by 25%**.
- **Collaborated in a cross-functional agile team**, ensuring smooth implementation and continuous delivery.

Senior Product Designer | HUB Security (Cybersecurity, B2B)

OCT 2022 - OCT 2023

- **Owned end-to-end UX/UI** for a DDoS simulation platform, grounded in user research and stakeholder interviews.
- **Maintained a scalable ant design system** for desktop and mobile.
- **Contributed to agile sprints with engineers and product managers**, aligning design solutions with roadmap goals.

Senior Product Designer | Axonius (Cybersecurity, B2B)

OCT 2021 - OCT 2022

- Delivered a comprehensive RBAC system, rooted in user research and accessibility needs.
- **Improved adoption via A/B testing** and interaction refinement.
- Conducted usability testing and analytics to streamline onboarding and **improve first-time user learning curve by 35%**.

Product Designer & Team Lead | Net-bet (Gaming, B2C)

MAY 2018 - OCT 2021

- Led UX research, user testing, and behavioral analytics to refine micro-interactions **on both desktop and mobile** and improve conversion.
- **Collaborated with product managers and engineers** to successfully ship complex features.
- Led a team of 3 product designers, providing mentorship, task management, and recruitment.
- Designed a robust design system for desktop and mobile, **cutting dev time by 50%** and boosting team alignment.

UX/UI Lead Designer | TrioMarkets (Fintech, B2B) | JAN 2017 - MAY 2018

Web Designer | MediaGroup (Digital Services, B2C) | AUG 2011 - JAN 2017

EDUCATION

2018: UX Diploma Certified in "John Bryce" college, UXV Program by Tal Florentin

2010-2012: Web Design & Programming DIPLOMA in "SELA" college.

SKILLS

Design: UX/UI Design, Responsive Design, Wireframing, Prototyping, Data visualization, Design systems.

AI tools: ChatGPT, Claude, [Base44](#), Loveable, Bolt

Prototyping: Figma, Sketch, Interactive components HTML/CSS/JS.

Research: User testing, A/B testing, Heatmap analysis, Usability testing.

Software & Platforms: Hotjar, Google Analytics, Mixpanel, Storybook, Adobe Creative Suite.

LANGUAGES

Hebrew: Native language

English: Fluent level