

# RIKI ROZIN

Senior Product Designer | Complex Systems

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[My Portfolio](#)

## PROFILE

Senior Product Designer with extensive experience designing complex systems and transforming complicated workflows into intuitive user experiences. Experienced in leading end-to-end UX/UI and Product Design processes while balancing user needs, business goals, and technical constraints.

A highly motivated self-learner who constantly explores emerging technologies, AI tools, and product-building workflows.

## EDUCATION

- Netcraft Academy | UX/UI
- Perfect Pixel | Figma
- Siur Mocht Academy | Visual Communication, Branding & Art
- MHT | Design & Visual Communication

## SKILLS

- Product Design
- Complex Systems
- Enterprise UX
- UX Research & Usability Testing
- Design Systems
- Wireframing & Prototyping
- Accessibility (WCAG 2.0 AA)
- Developer Handoff & QA Collaboration

## AI & TOOLS

- Figma
- Claude
- Claude Code
- ChatGPT
- Cursor AI
- Photoshop
- Illustrator

## LANGUAGES

Hebrew - Native  
English - Fluent

## EXPERIENCE

### 2023–Present | Madison | U.S.-Based Real Estate SaaS Company Senior Product Designer

- Leading end-to-end UX/UI and Product Design processes for complex enterprise SaaS systems and operational workflows.
- Designing dashboards, portals, workflow-driven systems, and multi-role B2B platforms for complex operational environments.
- Building scalable design systems and collaborating closely with Product, development, QA, customer success, and stakeholders.
- Conducting UX research, workflow analysis, usability thinking, and developer-ready handoff processes.
- Integrating AI-powered workflows and tools such as Claude Code, ChatGPT, and Cursor to accelerate research, UX exploration, prototyping, and product workflows.

### 2023–Present | UX/UI Lecturer | MAHAT Program

- Teaching UX/UI and Product Design methodologies for digital products and complex systems.
- Mentoring students through end-to-end product design processes including UX research, workflow mapping, wireframing, prototyping, and final UI design.

### 2022 | Fundbox | Product Design

- Worked on complex financial B2B SaaS systems and operational workflows.
- Participated in research, dashboard design, workflow optimization, and user-centered problem solving.
- Collaborated with Product Managers, analysts, developers, and cross-functional teams.

### 2013–2023 | Freelance Product & Brand Designer

- Led diverse digital projects ranging from websites and branding to UX/UI solutions and operational systems.
- Worked with companies across multiple industries including retail, tourism, real estate, and consumer brands.

### 2008–2022 | Bolton Potential Advertising Agency

#### • UX/UI Designer | 2019–2022

- Designed websites, landing pages, and digital experiences for large-scale clients and campaigns.
- Created UX flows, responsive interfaces, design systems, and marketing microcopy.

#### • Art Production & Team Lead | 2015–2022

- Managed a design studio and led branding, creative strategy, and campaign execution processes.

#### • Brand Designer & Advertiser | 2008–2015

- Designed campaigns, presentations, websites, and branding materials for leading companies and organizations.