

PROFILE	Senior Product Designer with 7+ years of experience across SaaS, fintech, mobile, growth, AI, and design operations. At Elementor, I design AI capabilities for the core editor and modernize the systems that move research, design, and code into production. Previously, I owned Guesty's mobile experience and led an operational dashboard redesign that increased engagement by 44%. At eToro, I designed across three growth squads within a program that generated more than \$4M in H1 2024.
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Experience

Elementor APR 2026 - PRESENT	Senior Product Designer (CORE PRODUCT, AI & DESIGN OPERATIONS) - Design AI capabilities for Elementor's core editor, integrating them into established creation workflows where they reduce effort or improve output while preserving user control, context, and predictability. - Define interaction models for AI-assisted creation across a complex, mature product, translating emerging capabilities into coherent and shippable experiences. - Drive design operations initiatives by building internal tools and shared knowledge infrastructure that connect user research, product tickets, behavioral data, and external signals into searchable evidence for product decisions. - Improve AI-assisted prototyping and design-to-code workflows to shorten validation cycles and reduce drift between design intent and shipped code.
Guesty MAR 2025 - MAR 2026	Senior Product Designer (MOBILE OWNER) - Owned the end-to-end mobile product experience for property management professionals, including product direction, UX architecture, interaction patterns, and the mobile design system. - Redesigned Guesty's operational dashboard for property managers, increasing engagement by 44%, reducing bounce rate by 64%, and cutting the time required to create a task by 24% in the first month after launch. - Delivered core mobile capabilities from discovery through QA and release, while establishing shared standards across product, design, and engineering.
eToro OCT 2023 - MAR 2025	Senior Growth Product Designer - Owned end-to-end product design across three growth squads focused on retention, social investing, and trading, from opportunity discovery and prioritization through launch and measurement. - Designed initiatives within a growth program that generated more than \$4M in H1 2024. The program ran 100+ A/B tests across conversion, retention, engagement, and adoption. - Combined behavioral data, qualitative research, user feedback, and experimentation to identify opportunities and validate product decisions; contributed to the cross-platform app redesign, dark mode, and shared design systems.
ThriveDX FEB 2022 - FEB 2023	Product Design Lead - Led a four-designer team across a three-product ecosystem, shaping product direction and design execution in partnership with product and engineering leadership. - Established standards for research, experimentation, and product delivery, and mentored designers through complex product decisions.
HackerU FEB 2019 - FEB 2022	Product Design Manager - Managed the product design team and established the workflows used to plan, review, and deliver product work across the organization. UX/UI Lecturer - Taught and mentored more than 100 students in product design, user research, usability testing, prototyping, design strategy, and portfolio development. Product Designer - Designed end-to-end product experiences from research and early concepts through high-fidelity prototypes, usability testing, and engineering delivery.
Freelance JAN 2016 - JAN 2019	Product Designer - Designed digital products for clients across multiple industries, from user research and competitive analysis through product definition and final interface design.

Expertise

- AI PRODUCT DESIGN
- CORE PRODUCT & UX ARCHITECTURE
- DESIGN OPERATIONS
- DESIGN SYSTEMS & DESIGN-TO-CODE
- GROWTH & EXPERIMENTATION
- RESEARCH & PRODUCT ANALYTICS
- MOBILE & SAAS PRODUCTS

Education

- HACKERU COLLEGE

SEP 2018 - OCT 2019

UX/UI Design Diploma
- BRENER

SEP 2011 - OCT 2014

Visual Communication & Arts