

Moria Moyal

Product Designer

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PROFESSIONAL SUMMARY

Results-driven Product Designer merging innovative design thinking with AI-accelerated workflows to take complex products from MVP to successful market launch. Proven ability to integrate AI tools (such as Claude Code and Gemini) into the design and front-end processes, speeding up development and delivering intuitive, user-focused digital experiences. Passionate about simplifying complex systems into clear journeys while taking full ownership of UI quality from research to live production.

SKILLS

- Product Design & UX: Product Strategy, User Research (interviews), Usability Testing, Cross-functional collaboration with Product and Development teams alongside Marketing and HR, Data-Driven Design, Success Metrics (OKRs, NPS).
- UI Design & Systems: UI/UX Design, Design Systems (Creation & Maintenance), Visual Language, High-Fidelity Prototyping, Wireframing, Iconography, Illustrations.
- Tools & AI: Figma, Miro, Jira, Adobe Creative Suite, Claude Code, Gemini, Figma Make.
- Research & Dev: Google Analytics, Mixpanel, Maze, Basic HTML/CSS/JS, UI Bug Resolution (PRs).

EXPERIENCE

LSports (2023 - Present) | Product Designer

- End-to-End Product Design (DEFEND & History Viewer): Led the product design as the sole designer, from the MVP stage to a full-scale launch. Managed end-to-end UX/UI processes, continually applying AI tools (Gemini, Figma Make) to enrich design decisions and accelerate workflows for highly complex products.
- Front-End Ownership & AI Integration: Took proactive ownership of production UI quality by systematically resolving accumulated front-end bugs. Leveraged Claude Code to directly implement UI fixes and independently opened PRs for the development team's approval, effectively bridging the design-to-development gap and accelerating product iteration.
- Data-Driven Design: Utilized Mixpanel analytics to monitor user behavior and evaluate product performance. Translated data insights and continuous user feedback into practical design improvements, driving system-wide usability enhancements.
- Design Systems Mastery: Maintained, optimized, and worked with the existing overarching company Design System, while successfully building a new, dedicated design system from scratch for the 'History Viewer' product.
- Cross-Functional Leadership & Enablement: Initiated and led cross-departmental enablement programs, including comprehensive Figma workshops for the Marketing team to improve tool proficiency. Collaborated with the HR department to design presentation templates and digital signage, conducting specialized training on brand consistency (Do's and Don'ts) to empower internal teams.

Alpha Dawn (2022 - 2023) | UX/UI Designer

- Designed web and mobile interfaces utilizing the existing design system.
- Created investor presentations and dev-ready, high-fidelity prototypes.

AnyApp (2021-2022) | UI Designer

- Conducted market research and built initial prototypes for various apps and websites.
- Developed unique, accessible design systems tailored to each project.

EDUCATION

2020-2022 Media Design Practical Engineering, Sapir Academic College

LANGUAGES

- Hebrew
- English