



Naama Abitbol

Senior Product Designer • Product Builder

054.2002944

Naamaabut@gmail.com

[Linkedin](#) ↗

INDUSTRY KNOWLEDGE

Product Design Design system AI
SaaS B2C UI UX B2B
User research Design Research
Typography Prototyping
Wireframing Mobile web
Web design Visual design
Branding & Marketing

TOOLS

CloudCode VS Code Cursor Jira
GitHub Figma Storybook
HTML & CSS Adobe Creative Suite

EDUCATION

2026 / Design to Code

Design AI (Daniel Boaron)

2019 / User Experience Design

John Bryce (Tal Florentin)

2017-2018 / UI/UX

Netcraft Academy

2007-2011 / B.Design

Holon Institute of Technology

Visual Communications Design

LANGUAGES

A Fluent

ⴞ Native

EXPERIENCE

Wix / UX Designer

Website creation and business platform.

April 2025 - June 2026

- **Mobile Design System** - Maintained and contributed to the design system, authored component guidelines, and led research and design reviews. Worked closely with developers and designers to ensure consistency and scalability across teams.
- **AI-Driven Delivery** - Leveraged Claude Code and Wix skills to author data-driven, research-backed guidelines, and submitted PRs directly to development.
- **Wixel App (side project)** - Designed the end-to-end user flow for a key feature.

Finaloop / Senior Product Designer

Automated bookkeeping for e-commerce businesses.

Oct 2024 - April 2025

As part of the design team, I was responsible for:

- **UI Improvements** - Enhanced the user interface to improve usability and align with user needs, ensuring a more intuitive and visually cohesive product experience.
- **Process Implementation** - Introduced effective design workflows, fostering better cross-functional collaboration and improving the team's efficiency.
- **Feature Design** - Designed and delivered features that simplified key bookkeeping tasks, empowering users to better manage their financial operations and save time.

Melio / Product Designer

Account payable tool designed for small businesses.

2021 - 2024

- **Mobile Web** - Redesigned the mobile experience, lifting conversion from 6% to 14%.
- **Design System** - Initiated and led a scalable design system adopted across 8 teams and leveraged as a standalone product.

2020 - 2021

Led brand identity (+7% conversions) and a design team during the company's growth from \$5M to \$4B.

Firma. Global Branding / Senior UI Designer

2018 - 2020

Led projects from concept to delivery, working with developers and UX team on web, app, and mobile designs, and managing digital branding and style guide.

Earlier/ Senior Graphic Designer & Art Director

2011 - 2018

Café Café Group In-House Studio, Yotam Bezalel Studio, Promarket (Coca-Cola / CBC) & Blanco Agency — brand, packaging, and advertising design.