

# Bar Keshet

Product Designer

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## Profile

Creative Product Designer with a background in industrial design, bringing a human-centered approach to digital products. Leading end-to-end design from research to delivery in cross-functional teams. Looking to join a mission-driven team to create intuitive, scalable solutions that solve real user needs.

## Experience

**ONE Data** · Petah Tikva · 2024 - Present

UX/UI Designer

- Worked on diverse products and complex systems such as SaaS management platforms, Dashboards, B2B B2C products, AI copilots and more.
- Led project stages from A-Z, specification, characterization and UI design to development.
- Collaborated daily with product managers and engineers in Agile sprints to define, test, and deliver user-centered features.
- Built interactive prototypes and led usability testing to validate concepts pre-development.
- Partnered with the analytics team to track KPIs and measure design effectiveness post-launch.
- Contributed to design system creation, improving consistency and reducing handoff time by 40%.
- Facilitated product-focused design sessions and client workshops for strategic partners, including 'NVIDIA', 'National Digital Agency', and 'ASPNI'.

**Ofra Health** · Tel Aviv · 2022 - 2023

UX/UI Designer

- Conducted qualitative and quantitative research to identify pain points and opportunities, shaping roadmap priorities.
- Translated user insights into wireframes, mockups, and developer-ready assets.
- Worked closely with developers to ensure pixel-perfect implementation, while advocating for accessibility best practices.

**Hube Studio** · Tel Aviv · 2019 - 2022

Design Team Lead

- Led a multidisciplinary team of 4 designers across multiple projects in the finance, mobility and healthcare sectors, overseeing all design phases from concept to delivery.
- Delivered innovative 3D UX solutions tailored to complex product needs and user flows.
- Effectively managed shifting priorities and tight deadlines in a fast-paced environment.
- Managed Gantt planning and project timelines, ensuring on-time delivery while aligning design efforts with broader product and business objectives.

## Skills

Design Tools: Figma, Sketch, Adobe Suite, SolidWorks

UX Research: Interviews, usability testing, surveys, A/B testing

Workflow: Agile/Scrum, Notion, developer handoff, design systems

Other: UX writing, responsive design, Midjourney, Monday

## Education

2021 - 2022 **UX/UI Course** – 'Netcraft' Academy

2017 - 2018 **Student Exchange Program** – 'Hochschule für Gestaltung', Germany

2013 - 2017 **B. Design in Industrial Design** – 'HIT'

## Languages

Hebrew – Native

English – High level verbal and written