

Aviv Meidan

Senior UI/UX & Product Designer

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I'm a designer with 6 years of experience who loves making complicated tools feel simple. I specialize in using AI and automation to speed up how we build products - from creating custom Figma plugins to setting up smarter workflows that help the whole team work better. My goal is to help companies move into the AI era by designing smart agents that people actually trust and find easy to use.

PROFESSIONAL EXPERIENCE

UI/UX Freelancer, Self-employed

June 2023 - Present

- Integrate Generative AI and Agentic Workflows into products; Creating AI automation and custom Figma plugins to accelerate design-to-dev cycles
- Run end-to-end UX research - usability testing, personas - to deliver high-conversion mobile and desktop interfaces
- Translate user feedback into intuitive wireframes and interactive prototypes that solve specific pain points
- Consistently deliver high-quality work within deadlines, driving client satisfaction and repeat engagement

Product Designer, Mykey

July 2021 - June 2023

- Owned the full product design lifecycle from research and ideation through high-fidelity prototyping and execution
- Leveraged HTML/CSS to ensure 100% design fidelity and provide developers with detailed UX documentation
- Built and scaled a comprehensive Design System, improving cross-platform consistency and reducing turnaround time
- Championed user-centered culture, presenting design solutions to founders and stakeholders

UI/UX Designer, Empire Media Network LTD

December 2018 - November 2020

- Optimized the company's primary website, resulting in faster load times and better engagement metrics
- Designed a new web portal, improving navigation and reducing bounce rate by an estimated 15-20%
- Directed brand design and created cohesive visual assets for online and print use at international conventions

Product Designer, 3Dsellers

May 2018 - October 2018

- Redesigned platform and marketing website, improving consistency and usability
- Produced marketing and social media visuals aligned with rebranding efforts, increasing product visibility

Product Designer, Low.La Discount

June 2017 - February 2018

- Conducted user research, interviews, and journey mapping for a social platform in the deals niche
 - Designed engaging UIs tailored to user preferences; delivered marketing materials for digital and offline campaigns
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SKILLS

Design: Figma, Photoshop, Illustrator, Sketch, Prototyping **Video:** Premiere, Remotion

AI & Automation: Workflow Automation, Agentic AI UX, Prompt Engineering, Generative UI, Design Systems, Claude Code, Gemini, Google AI Studio, n8n, Make

Technical: HTML/CSS, API Integration, Vibe-coding, Plugin Development **Languages:** Hebrew (Native), English (Fluent)

EDUCATION

Certificate - Artificial Intelligence | SVCCollege, April 2026

Certificate - UI/UX Design | Elad Academy (Netcraft), 2017

Graphic Designer | IDF, January 2015