

# Lir Nizan

## Product Designer

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### PROFILE

Product designer with a foundation in architecture (Bezalel Academy) and over four years of experience designing digital products across cybersecurity, B2B SaaS, and startup environments. Increasingly integrates AI into the design process, using tools like Claude Code and Midjourney to accelerate the design-to-development cycle.

### EXPERIENCE

#### Product Designer · Bindecy 2025 – 2026

- Designed end-to-end UX/UI for a cybersecurity platform, from user research to high-fidelity Figma deliverables.
- Created a full brand identity system, including visual language, merchandise, and marketing assets.
- Produced sales and management presentations translating strategy into clear visual narratives.

#### Product Designer · Veelooka 2024 – Present

- Sole designer on a QA talent hiring platform, owning end-to-end design from research to production-ready UI.
- Built and maintains the Figma design system, including component library and design tokens.
- Introduced AI-augmented workflows using Claude Code and Midjourney, accelerating design-to-development.

#### Brand & Build Manager · N.c.K Design 2023 – 2024

- Oversaw brand materialisation across print, digital, and spatial touchpoints.
- Managed production workflows and supplier relationships, maintaining quality and timelines.

#### Product Designer · ZoomInfo 2022 – 2023

- Redesigned and refactored UI components across the product suite with a cross-functional creative team.
- Developed micro-animations and Lottie assets to enhance product interactions.
- Designed executive-level presentations, distilling complex data into compelling visual storytelling.

### SKILLS & TOOLS

Design	Figma, Illustrator, Photoshop, Blender
AI & Generative	Claude Code, Midjourney
Illustration	Digital illustration, visual storytelling

### EDUCATION

Architecture Degree (B.Arch) · Bezalel Academy of Art & Design 2015 – 2021

UX/UI Advanced Course · 6B Studio 2021

### LANGUAGES

Hebrew — Native | English — Fluent