Larisa Maly

Senior AI Product Designer | UX Strategy, UI Craft, Complex SaaS Workflows

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Portfolio: www.designarea.co.il

PROFESSIONAL SUMMARY

Senior AI Product Designer with 13+ years across **B2B/B2C, enterprise SaaS, telecom, fintech, DevOps, and e-commerce.** Transforms complex, data-heavy workflows into intuitive user experiences. Combines UX strategy, research, and high-quality UI craft with hands-on, code-first execution. Designs trustworthy AI experiences with confidence scores, human-in-the-loop controls, and operator overrides. Experienced in regulatory and billing compliance.

CORE SKILLS

UX Strategy, UI Design & Craft, Design Systems, Information Architecture (OOUX), Agentic AI Design, UI Motion, User Research & Usability Testing, A/B Testing & Experimentation, Funnel Analytics & CRO, Responsive & Multi-Device Design.
Tools: Figma expert (variables, tokens, Make) Illustrator, Photoshop • AI: Claude (Code, Design), ChatGPT, Copilot.
Code-First: Builds components and interactive feature prototypes in Claude Code. Hands-on in Angular, HTML/CSS, GitLab.

EXPERIENCE

Lead Product Designer | Partner - Telecom & Fintech • 02/2022 - 06/2026

- **Cross-Functional UX/UI Lead:** Sole UX/UI design lead, collaborating with multiple IT teams across Telecom, CRM, ERP, DevOps, fintech. **User Research:** interviews, field studies, war-room pilots, usability tests.
- **Core CRM:** Partner's operational backbone, used across nearly every department and serving roughly a third of Israel's population. Adapted for tablet and mobile, plus a standalone tablet rapid-sales system.
- **Cellular Sales B2C:** Cut average handling time from 9 to 1.5 minutes by combining multiple lines, numbers, and devices into one transaction.
- **B2B Provisioning & Billing:** Increased throughput ~30% and eliminated ~10% billing leakage by simplifying nested enterprise orders, quotes, and automation.
- **AI Call Summary:** Shipped an AI-powered feature that streamlines call handling across the core CRM, with source verification and daily use by reps and managers.
- **Fiber Dispatch:** Replaced table-based dispatch with a live map and prioritization, now in daily use. Designed and demoed an agentic AI concept where AI proposes, and admins decide.
- **Partner Electric:** Electricity-market launch, live in 2 months – full regulatory and billing compliance.
- **Design System:** Built following Atomic Design - adopted across products with front-end engineers.

Head of UX/UI & Creative | ElephantStock - US e-commerce • 06/2019 - 01/2022

- **Growth & Scaling:** Contributed to 3x revenue growth as the company scaled from 30 to 200+ employees. Collaborated with US teams in Israel. Google E-commerce Growth Lab (Top 10).
- **Design Leadership:** Built, hired, and mentored the design team from scratch.
- **Conversion & Experimentation:** Streamlined mobile-first checkout from 5 steps to 3 across a 200K+ SKU catalog, improving conversion through A/B testing, polls, and funnel analytics.
- **Product, Branding & Marketing:** Led UX/UI, product design, full branding, and creative strategy across marketing campaigns, email, and video.

Product Designer | Niloosoft - Hunter HRMS, Enterprise HR SaaS • 05/2013 - 07/2018

- **First & Sole Designer:** Designed the product and brand from scratch — a multilingual enterprise HR platform covering sourcing, recruitment, onboarding, and employee management.
- **High-Volume Hiring Workflows:** Designed end-to-end applicant tracking, advanced filtering, results matrices, permissions, and role-based interfaces.
- **Multi-Sided System:** Designed for 4 user groups - recruiters, hiring managers, employees, and candidates.
- **White Label:** Adapted Hunter for enterprise clients, designed branded career websites and a mobile video interview app.

EDUCATION & LANGUAGES

Diploma in Graphic Design & Visual Communication - Western Galilee College (WIZO branch). Additional studies: UX/Product Design, Animation, Front-End, AI Security. **Languages:** English (fluent), Hebrew and Russian (native).