

Larisa Maly

Senior AI Product Designer | UX Strategy, AI-Driven Experiences & Agentic AI

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Portfolio: www.designarea.co.il

PROFESSIONAL SUMMARY

Senior product designer with 13+ years turning complex systems into clarity - across **enterprise SaaS, e-commerce, telecom, B2B/B2C**. Specializes in UX strategy, design systems, and AI-driven products, building trust through explainability and human-in-the-loop design.

CORE SKILLS

UX Strategy, UI Design, Design Systems, Information Architecture (OOUX), Agentic AI Design, UI Motion & Micro-interactions, User Research, Usability Testing, A/B Testing.

Design Tools: Figma (incl. variables), Illustrator, Photoshop.

AI Tools: ChatGPT, Claude, Claude Design, Copilot, Lovable, Midjourney, Kling, Runway.

Technical: Hands-on front-end in Angular; HTML/CSS and TypeScript.

Strengths: Cross-functional collaboration, design leadership, stakeholder management, problem-solving, adaptability.

EXPERIENCE

Lead Product Designer • UX/UI Expert | Partner - Telecom • 02/2022 - 06/2026

- **Cross-Functional Design Lead:** Sole design lead on every new project across the full IT organization - designing the products for Communications, ERP, DevOps, Engineering, Fintech and CRM.
- **AI Decision Support:** Fiber-network ops - real-time telemetry into clear decisions, with confidence scores and operator override; ~50% faster technician assignment.
- **Core Sales System:** B2C retail flow used by ~a third of Partner; simplified complex multi-device orders, avg handling 9 to 1.5 min.
- **B2B Provisioning:** Complex telecom projects - nested orders, engineering, automation; dense specs into simple quotes. ~30% throughput; billing ~10% to zero.
- **Partner Electric:** Entry to the electricity market - concept to production in 2 months, full regulatory and billing compliance.
- **Design System:** Built a scalable UI language adopted across products, shortening design-to-dev cycles.

Head of UX/UI & Creative | ElephantStock - US e-commerce art & home décor • 07/2019 - 01/2022

- **Growth & Scaling:** Contributed to 3x revenue growth as the company scaled from 30 to 200+ employees; built the design team from scratch.
- **Strategic Leadership:** Selected for Google E-commerce Growth Lab (Top 10); led UX, product, and creative strategy.
- **Product Optimization:** End-to-end design of a 200K+ SKU platform; simplified checkout from 5 steps to 3, cutting cart abandonment and lifting conversion.

Product Designer | Niloosoft - Enterprise Recruitment SaaS • 05/2013 - 07/2018

- **Recruitment SaaS:** Built recruitment tooling from the ground up - powerful filtering and a fast results matrix for high-volume hiring.
- **White-Label:** Recruitment engine embedded into client sites and systems.

EDUCATION

- **Diploma in Graphic Design and Visual Communication** - Western Galilee College
- **Additional studies:** UX/Product Design, Front-End Dev, Animation, AI Security

Languages: English (Fluent), Hebrew / Russian (Native)

Full military service