

BRACHA PREMISHLAN

Product Designer // 4 years of experience shaping B2B SaaS systems and applications

Experience

2023 – Present

Product Designer // Magen David Adom (MDA)

- Led end-to-end design of mission-critical B2B operational systems at MDA, collaborating with product managers and developers.
- Turned user research and market insights into actionable design solutions.
- Crafted complex user flows and responsive prototypes in Figma, leveraging AI tools to accelerate design and explore solutions.
- Tested and iterated experiences based on user feedback to improve usability and performance.

2024 – Present

Freelance Product Designer

- Designed data-heavy, process-oriented systems for internal organizational use.
- Built a payroll and salary simulation system, including user flows, personas, and information architecture.
- Translated complex financial and HR logic into clear, understandable interfaces.
- Created dashboards and management views to support decision-making and reporting.
- Collaborated directly with stakeholders, balancing business needs with user experience.

2022 – 2023

UI / UX Designer // ProUX

- Designed and refined the "Ashmoret" app for the Teachers' Union, focusing on UI improvements and polish.
- Translated existing wireframes and specification screens into structured, responsive Figma designs.
- Iterated and enhanced screens based on design requirements, improving clarity and usability.
- Contributed to design consistency by aligning with the app's visual language and guidelines.

2021-2022

Design Manager // Western Wall Heritage

- Led UI/UX redesign of the organization's main website.
- Designed digital and print assets aligned with brand language and communication goals.
- Worked closely with content, marketing, and development teams.
- Planned and executed user testing and iterative improvements.

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[LinkedIn](#) | [Portfolio](#)

About Me

Product Designer specializing in complex systems and data-driven UX, with hands-on experience working closely with product and development teams.

Education

- **UX/UI Product Design** Bootcamp – Siur Mochot Academy
- **User-Centered Design & Interaction** – SQLabs Academy
- **Media Design Practical Engineer** – MAHAT

Skills

UX & Product

User Research · User Flows · Information Architecture · Wireframing · Prototyping · Usability Thinking · Accessibility Awareness

UI & Systems

Design Systems · Interaction Design · Responsive Design · Visual Hierarchy

Tools

Figma (incl. AI features) · Adobe XD · Photoshop · Illustrator · Basic HTML/CSS

AI Tools

ChatGPT · UX Pilot · Cursor · Lovable · Claude · Figma AI

Languages

- Hebrew – Native
- English – Full Professional Proficiency