BRACHA PREMISHLAN

Product Designer | 3+ Years | B2B SaaS & Complex Systems Specialist

Contact

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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 (Darchei Rachel)

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 (Daily Use)

ChatGPT · UX Pilot · Cursor · Lovable ·

Languages

- Hebrew – Native
- English – Full Professional Proficiency

Experience

2023 – Present

Product Designer | Magen David Adom (MDA)

Designing internal B2B systems supporting emergency and operational teams.

- Design of complex operational dashboards and workflows used in real-time scenarios.
- Deep involvement in understanding user constraints, decision-making under pressure, and accessibility needs.
- End-to-end UX work: research, user flows, wireframes, high-fidelity screens, and developer handoff.
- Ownership and ongoing maintenance of a Figma-based design system used across multiple products.
- Close collaboration with developers and product managers throughout the full product lifecycle.

2024 – Present

Freelance Product Designer

Designing data-heavy and process-oriented systems for internal organizational use.

- Design of a payroll and salary simulation system, including user flows, personas, and information architecture.
- Translating complex financial and HR logic into clear, understandable interfaces.
- Creation of dashboards and management views supporting decision-making and reporting.
- Direct communication with stakeholders, balancing business needs and user experience.

2022 – 2023

UI / UX Designer | ProUX

- UI design for mobile and web products, including consumer-facing applications.
- Translating UX research and requirements into structured, responsive Figma screens.
- Contribution to scalable design systems ensuring consistency across platforms.
- Iterative design work in collaboration with product and development teams.

2021-2022

Design Manager | Western Wall Heritage Foundation

- 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.