

# Aviv Zommer

Senior Product Designer · B2B SaaS · Enterprise

Portfolio | Password 1029

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## EXPERIENCE

### Senior Product Designer

SysAid · 2025–Present

- Led design of first self-serve trial, introducing a Product-Led Sales motion
- Led the company's design system, improving consistency and scalability across the product
- Introduced AI-driven design workflows connecting Figma, Claude, and the design system

### Product Designer

groundcover · 2024–2025

- Simplified data ingestion workflows, enabling self-serve configuration and reducing dependency on support
- Designed RBAC system, enabling scalable self-serve permission management
- Led the integration of proactive AI-powered insights into the product experience

### Product Designer

Onebeat · 2022–2024

- Designed workflows for a supply chain management platform
- Conducted user research and mapped journeys to improve usability
- Built and scaled a cross-product design system

### Senior Marketing Designer

Transmit Security · 2021–2022

- Led design of marketing assets for a cybersecurity company
- Ensured consistency across brand and product touchpoints

### Creative Director

David & Yosef Visual Communication · 2016–2021

- Led a team of designers delivering branding projects for major clients
- Defined design direction and ensured high-quality execution

## EDUCATION

### M.Des, Design & Innovation Management

Bezalel Academy of Arts and Design

### B.Ed.Des, Visual Communication

NB Haifa School of Design (Wizo)

## COMMUNITY & MENTORING

### Mentor, ADPList & Startup Designers

2026–Present

Mentoring product designers on career, process, and craft

## SKILLS

- UX/UI for complex B2B SaaS
- Product-led growth (PLG)
- Design systems
- User research
- Cross-functional collaboration
- Figma

## ABOUT ME

Hebrew mother tongue and High-level English