HODAYA GOLDBERG

Senior Product Designer | 7+ Years | B2B/C SaaS & Complex Systems Specialist

Contact

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Portfolio >
My Courses Website >
LinkedIn >

About Me

- Expert in UX and complex interface design.
- Manages workflows with multiple development teams.
- Excels in independent learning, with excellent interpersonal skills.
- Proficient in building interactive and consistent Design Systems.

Education

2025 **Daniel Boaron & Oral Goldstein**
Advanced AI Tools for UX/UI.

2024 **Tal Florentin**
Advanced UX/UI Course: Complex Systems Design and Optimization.

2023 **Sagi & Dekel Moalem**
Website and application design.

2021 **Ofer Ariel & Miki Cherniak**
Advanced use of Figma software and interactive prototyping.

2016-2018 **Diploma in Media Design Engineering**
Certificate at "Halichot" College

Languages

English - Professional Proficiency
Hebrew - Native.

Experience

2025 – Present

Senior Product Designer | MalamTeam

- Leading design strategy for global digital platforms across fintech.
- Implementing across platforms including **Tableau, SAP Fiori UI5, Salesforce, Bootstrap Material**.

2023 - 2025

UX/UI Team Lead & Senior Product Designer | Metropolinet

Leading a design team for a B2B financial SaaS platform:

- Comprehensive implementation of customer journeys, concept development, product specification writing.
- User and market research, benchmarks.
- Cross-platform usability interviews and specifications.

Enterprise B2C Financial System Redesign "Ksafim Plus":

- Specification and design of complex system from the ground up.
- Managing Design System for thousands of screens .
- Guiding a team of dozens of developers and QA.

2020 - 2023

Product Design | CloseApp

Complex specification for Bank Discount investigation system:

- Focus on complex B2B specification, user experience and accessibility.
- Scenario definition, workflow construction and intuitive interface design.
- Working on user experience adapted to complex work environment.

Pilat Group employment tests system & Paykid application:

- Proper work with smart design libraries, and interactive prototyping.
- Solutions for complex interfaces, high-level export for development.

Gaming design and specification:

- Work on responsive design, visual composition, digital branding.
- Animations, consistent design language, extensive use of AI tools.

2016 - 2020

- **Design Educator:** at 7 leading design colleges across Israel.
- **"New Business" Advertising Agency:** Graphic, Video and Digital Design.
- **Digital Designer:** Led design initiatives at "Halichot" Training Center .

Skills

Extensive experience and full proficiency in:
Figma, AI Tools, WordPress, Elementor, Xd, Canva, HTML, CSS, Photoshop, Illustrator, InDesign, Premier, After Effects, Adobe Suite.