

Liraz Gershon

Senior Product Designer

📞 054-215-3808 ✉ lirazgershon148@gmail.com 🌐 liraz-portfolio.vercel.app 🔗 LinkedIn

SUMMARY

Senior Product Designer with 5 years designing B2B SaaS and AI products. End-to-end ownership of multi-user platforms across mobile and web, including complex workflows and information architecture. Most recently, sole designer for a SportTech platform supporting trainee retention through fitness and mental wellness.

PROFESSIONAL EXPERIENCE

● Senior Product Designer 2022 – 2025

Synergym.Ai (SportTech Startup) | Ra'anana, Israel

Sole designer for an AI-driven platform serving three user groups across mobile and web from concept to production.

Established information architecture for a system integrating physiological tracking and mental support features.

Owned design process from research through implementation: problem solving, wireframes, prototypes, usability testing, and iteration.

Established a design system; collaborated with the development team through design handoff and implementation reviews.

● Freelance Product Designer 2022

Primak Product Strategy & Design Studio | Tel Aviv, Israel

Multiple client projects: designed and prototyped digital solutions, defined UX strategy and product requirements in collaboration with product managers and engineers.

● UX/UI Designer 2020 – 2021

Leader. Codes (B2B SaaS CRM System) | Ramat Gan, Israel

Sole designer for a B2B SaaS CRM platform; as the product grew, managed designers joining the team.

Defined and designed product features from scratch for a platform with five synchronized modules (inbox, tasks, calendar, deals, contacts)

Created wireframes, user journeys, and process flows; prototyped end-to-end flows across platform modules

Built reusable component library and layout foundations in XD

Collaborated with the founder and developers; used user research to scope product requirements

CORE SKILLS

Systems Thinking
Information Architecture
User & Task Analysis
User Research & Insight Synthesis
Design Systems
Interaction Design & Prototyping
User Flows & Journey Design
Complex Problem Decomposition

PROFESSIONAL DEVELOPMENT

UX Design for Agentic AI 2026

Maven (Rupa Chaturvedi)

Deep dive into system-level UX for AI agents: orchestrating agent workflows, defining user-agent boundaries, and applying proven frameworks for safe, legible agentic experiences.

Master UX Design for AI 2025

Maven (Rupa Chaturvedi)

AI-driven UX design, journey orchestration, explainable AI.

Designing for Complex UI 2025

Smashing Magazine
Enterprise-grade UI patterns:

Design Patterns for AI 2024

Smashing Magazine
Advanced AI interface design patterns.

UX Architect 2021

Program: UXer (Dr. Ofer Monar)
Information architecture, cognitive psychology.

EDUCATION

BA Interior Design

2007 – 2011
Rishon LeZion College of Interior Design & Management

TOOLS

Figma, Claude Code