

Malki Kiperwasser-Ben Shushan

PRODUCT DESIGNER | COMPLEX SYSTEMS & AI

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PRODUCT DESIGN

UX/UI Design · End-to-End Product Design · Interaction Design · Information Architecture · User Flows · Prototyping · Visual Design

RESEARCH & PRODUCT THINKING

User Research · Usability Testing · Data-Intensive Workflows · Complex Systems · Product Discovery

SYSTEMS & COLLABORATION

Design Systems · Cross-Functional Collaboration · Design Critique · Stakeholder Communication

AI & TOOLS

Figma · AI-Powered Product Design · AI-Assisted Research and Prototyping · ChatGPT · Figma AI

ABOUT ME

Product Designer with 5+ years of experience designing complex B2B SaaS products across enterprise software and cybersecurity. Experienced in leading end-to-end design processes, translating complex user and business needs into intuitive product experiences, and simplifying data-intensive workflows. Strong background in interaction design, design systems, research-driven decision-making, and cross-functional collaboration. Passionate about leveraging AI to create smarter, more efficient user experiences.

EXPERIENCE

Priority Software | Product Designer | 2023 - Present

- Led end-to-end UX/UI design for complex enterprise ERP workflows.
- Redesigned key product experiences, contributing to a 30% increase in user engagement.
- Designed AI-powered experiences and data-intensive interfaces.
- Collaborated with PMs and developers to deliver intuitive, scalable solutions.
- Evolved a shared design system to ensure product consistency.

AUIOTIX | Product Designer | 2022 - 2023

- Designed end-to-end mobile and desktop experiences for identity verification products.
- Created user flows, interactive prototypes, and responsive interfaces.
- Collaborated with PMs and developers to simplify complex workflows and improve usability.

Freelance | Product Designer & Illustrator | 2018 - Present

- Designed brand identities, typography systems, and marketing assets for SaaS startups.
- Created investor pitch decks, presentations, and social media assets in collaboration with founders.
- Delivered end-to-end website designs and interactive prototypes using Wix and Elementor.

Image College | Design Mentor | 2021 - 2022

- Mentored 35 design students through UX/UI projects and taught advanced design tools and workflows.

High School | Social Coordinator & Teacher | 2015 - 2020

- Led school-wide social programs, developing strong leadership, communication, and presentation skills.

EDUCATION

Studio 6B Advanced UI/UX course Certificate (2022)

Image College Graphic Designer & Illustration Certificate (2020-2021)

Open University UI-UX Certificate (2019)

Herzog College B.Ed. in Education (2012-2016)