Ztdafit Mazuz
Senior Product Designer

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Work Experience

Senior product Designer | OpenMic
2025 – 2026

- **Led end-to-end product design** in a fast-paced startup, collaborating with product and dev teams to deliver AI-driven UX/UI solutions.
- **Solely owned and executed** the entire design scope, including brand identity, visual language, and the company website, ensuring a cohesive and scalable experience.
- **Conducted user research and prototyping** to translate complex requirements into intuitive user flows for an AI-based platform.
- **Architected and scaled the complete design system** and foundational UI framework from scratch, driving cross-functional alignment and accelerating product delivery across engineering and product teams.

Impact: Demonstrated high execution speed and delivery of high-quality assets under tight startup timelines.

Product Designer | 6over6, Luna
2022 – 2024

- Led UX/UI design initiatives for online vision testing applications.
- Conducted user research & usability testing, identifying pain points and improving accessibility.
- Developed and maintained scalable Design Systems to enhance workflow efficiency.
- Collaborated cross-functionally with development, product, and regulatory teams.
- Designed FDA-approved mobile apps, ensuring compliance while maintaining a seamless user experience.

Impact: Improved onboarding completion rate by 20% and streamlined user flows, reducing task completion time by 30%.

Multi-Disciplinary Designer | Freelance
2013 – 2022

- Managed a successful independent design business for 9 years, handling branding, UX, and product design.
- Designed end-to-end digital products and brand experiences for startups.
- Led full product design processes, including research, prototyping, and UI/UX implementation.
- Handled client acquisition, project management, and financial planning, gaining business-driven design insights.

Impact: Designed over 50+ branding projects and supported early-stage startups in their visual and product strategy.

Education

HIT - Holon Institute of Technology
B.A. Visual Communications Design
2004 – 2007

Skills

UX & Product Strategy
User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Product Thinking.

Design Systems & UI
Figma, Component Libraries, Design Tokens, Scalable UI

AI Tools & Workflows
Leonardo, Lovable, Adobe Firefly, Figma AI, Gemini

Branding & Visual Design
Adobe Creative Suite - Photoshop, Illustrator, InDesign, Premiere, Audition, Animate.

Methodologies
Agile, Cross-Functional Leadership, Design Handoff

Languages

Hebrew Native

English Fluent