LIAT LEON STERN

Product Designer | Complex & Regulated Platforms | Strategy, Systems & Empathy

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Portfolio | LinkedIn

INTRODUCTION

Product designer focused on shaping clarity from complexity. I create trusted, user-first experiences for fast-growing startups and tech-driven platforms. I'm passionate about design as a system of empathy, structure, and results - leading end-to-end product thinking in fintech, B2B, and data-driven platforms. I'm especially curious about building and designing products that leverage AI to support human decision-making and insight.

EDUCATION

UX/UI Design - Certificate Program
Create Future School | 2020-2021

Graphic Design - Certificate Program
Studio 6B, Design School | 2018-2019

Entrepreneurship & Business Development - Certificate
Maof-The Ministry of Economy and Industry | 2017-2018

Performing Arts - Diploma
Seminar Ha'kibutzim College | 2013

KEY SKILLS

- UX Architecture & User Flows
- Complex Platform Design
- Design Systems & Pattern Libraries
- End-to-End Product Thinking
- AI-Powered Research & Ideation
- Empathy-Driven Microcopy
- Agile Collaboration & Delivery
- Illustration & Branding

TOOLS

Figma · Sketch · Zeplin · InVision · Adobe Suite

SOFT SKILLS

- Systems Thinking with a Detail-Oriented Approach
- Empathetic Communicator
- Fast Learner & Adaptable Under Pressure
- Self-Driven with Collaborative Spirit
- Creative Problem Solver
- Clear Communicator Across Stakeholders

FLUENT LANGUAGES

Hebrew (native)
English (fluent speaking & writing)

PROFESSIONAL EXPERIENCE

Product Designer | Bits of Gold (via Create Future)
2022–2024, Tel Aviv - Crypto Fintech Platform (Full-Time, Embedded)

- Sole product designer for all UX/UI across the platform
- Defined UX vision and led redesign of full sign-up and onboarding, navigating complex regulation with user clarity and trust-building
- Recommended key changes that reduced churn, boosted user confidence, and cut support tickets - including supplier changes for better identity verification flow
- Led redesign of the cold wallet platform: clarified complex trading actions for new and returning users, implemented progressive onboarding, and shaped product behavior through UX insight
- Maintained and extended the platform's design system for consistency and scale
- Leveraged AI tools to support early-stage ideation, enhance user and market research, model personas, and fill in data gaps where direct access was limited

UX/UI Designer | Create Future (Studio)
2022 (4 months)

- Designed for diverse high-pressure projects (eCommerce, insurance, crypto, investment) with agile, iterative delivery
- Delivered fast wireframes and collaborative UI handoffs in studio sprints- Transitioned into a full-time embedded designer role at Bits of Gold

Independent Product & Brand Designer
2020–2021

- Developed branding, UX, and strategy for women-led businesses
- Combined research with design execution across web, print, and digital tools
- Managed multi-vendor projects and timelines from concept to delivery

Founder & Creative Lead | Alma Children's Puppet Theater
2017–2020

- Built and led a nationwide cultural program under 'Sal Tarbut' for children
- Defined visual identity, audience engagement strategy, and creative direction

Simulations Actor | Center for Empathy in Education, Seminar Hakibbutzim
2017–2018

Led real-time simulation work for training professionals in communication and empathy

Actress | Habima and Cameri Theaters
2013–2019

Honed communication, collaboration, and audience experience across major productions