



LIAT LEON STERN

Product Designer

+972-50-7471121

liat.leon.stern@gmail.com

[View portfolio ↗](#)

INTRODUCTION

Expert in balancing user needs with business goals, driving impactful, user-centered design solutions. Proven track record of improving user experiences and solving complex design challenges

EDUCATION

User Experience/User Interface Design

Create Future School | 2020-2021

Graphic Design Course

Studio 6B, Design School | 2018-2019

Entrepreneurship & Business Development Course

Maof-The Ministry of Economy and Industry | 2017-2018

Performing Arts Diploma

Seminar Ha'kibutzim College | 2013

KEY SKILLS

- User-Centered Design
- End-to-End Design Leadership
- Research & Analysis
- Prototyping & Wireframing
- Microcopy
- Illustration & Branding

TOOLS

- Figma
- Sketch
- Adobe Creative Suite
- Zeplin
- InVision

SOFT SKILLS

- Creative Problem Solving
- Autonomous Learner
- Effective Communication
- Self-Organization
- Collaborative Team Player
- Meticulous Attention to Detail

FLUENT LANGUAGES

- Hebrew
- English

PROFESSIONAL EXPERIENCE

Product Designer | Bits of Gold

via Create Future, 2022-2024

Sole product designer for leading crypto trading platform and digital wallet

- Conducted in-depth research to identify and resolve critical pain points
- Redesigned the onboarding flow delivering significant business impact by improving user conversion rates, enhanced task completion rates, and reducing customer support inquiries
- Led the redesign of the cold wallet management platform, focusing on enhancing usability and user experience, simplifying complex trading processes, building user trust in the brand, and supporting adaptation to new trading processes
- Developed comprehensive microcopy that transformed communication style, made technical processes more accessible, and reduced user anxiety during onboarding

Design Contractor | Create Future

2022-2024

Contracted Designer for leading companies across diverse industries, gaining valuable insights and refining UX/UI expertise.

- Delivered tailored design solutions, including wireframes and prototypes, aligned with client objectives.
- Demonstrated adaptability, creativity, and collaboration skills to meet the unique needs of varied sectors.

Founder & Creative Lead

Alma Children's Puppet Theater | 2017-2020

Founded and led Alma Children's Puppet Theater, managing branding, production, and award-winning performances nationwide in collaboration with Israel's "Sal Tarbut" program. Gained expertise in user-centric storytelling, project management, and designing impactful experiences—skills directly transferable to UX design.

Actress

Habima and Cameri Theaters | 2013-2018

Performed in a variety of productions, honing skills in communication, storytelling, and creative collaboration.

ADDITIONAL ACHIEVEMENTS

- Portfolio featured as an exemplary case in Wix UX Article on Medium
- Designed the logo for BILS, Israel's first stablecoin pegged to the shekel, developed by Bits of Gold
- Excellence awards in theater production