



Larisa Maly

Senior Product Designer

Specialized in AI-Driven UX & Complex Systems · E-commerce

Portfolio: www.designarea.co.il

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- **Boosted operational speed** across SaaS, B2B, and E-commerce.
- **Simplified complex data** into actionable AI interfaces.
- **Structured "Network Chaos"** into scalable Decision Units.
- **Established AI trust through** explainability and clarity.
- **Tech-Fluent:** Streamlining dev handovers and technical feasibility.

EXPERIENCE

Lead Product Designer | UX/UI Expert

Partner Israel – IT & Telecom Systems | 2022–Present

- **AI-Driven Decision Support:** Reframed incident management into "Decision Guidance," achieving 50% faster task assignment.
- **Agentic UX Strategy:** Architected proactive AI agents providing real-time context and urgency, significantly reducing cognitive load.
- **Product Leadership:** Spearheading complex CRM, ERP, and Fintech systems, including the Partner Electric launch in a record 2 months.
- **Trust & Verification:** Established "Human-in-the-loop" patterns and Confidence Scores to maintain user control over AI recommendations.
- **Operational Efficiency:** Designed internal tools and workflows for operational teams, reducing manual work and improving speed and accuracy.
- **Design Systems:** Standardized a scalable UI language, accelerating development velocity and cross-product consistency.

Head of UX/UI & Creative

ElephantStock | 2019–2022

US-based tech E-commerce Art Gallery (200K+ art & personalized home decor items).

- **Growth & Scaling:** Contributed to 3x revenue growth while scaling the company from 30 to 200 employees and building the design team from the ground up.
- **Strategic Leadership:** Selected for the exclusive **Google E-commerce Growth Lab** (Top 10); led UX, product, branding, and creative strategy across all initiatives.
- **Product Optimization:** Owned end-to-end design for a large product platform, driving conversion through data-driven A/B testing, polls, and analytics.
- **Cross-Functional Direction:** Guided visual and UX direction across product, front-end, and art teams to ensure a unified, scalable brand experience.

Product Designer

Niloosoft - Recruitment SaaS | 2008–2018

- **Workflow Engineering:** Designed end-to-end workflows that streamlined processes, improved accuracy, and enhanced usability for operational teams.
- **SaaS Scalability:** Built white-label solutions and led product customization, ensuring functional consistency across multiple versions and enterprise clients.

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EDUCATION

- Designers' degree. Graphic design and visual communication - Western Galilee College (a branch of WIZO).

Additional Studies

- UX and Product Design
- Front-End
- Animate
- Expert trainer in marketing & sales

SKILLS & TECH

EXPERTISE

- UX Strategy
- UI Design
- Design Systems
- OOUX & IA
- Agentic AI Design
- Visual Hierarchy
- Data-Aware Design

DESIGN TOOLS

- Figma (inc. variables)
- Illustrator
- Photoshop
- lottiefiles
- Capcut

AI FLUENT

- ChatGPT, Claude, Copilot
- Lovable
- Midjourney
- Kling
- Runway

TECHNICAL

- Strong understanding of Angular, HTML/CSS, and TypeScript constraints.

LANGUAGES

- English - fluent
- Hebrew / Russian - native

Full military service