

Larisa Maly

Senior Product Designer | UX Strategy, AI-Driven Experiences & Agentic AI

050 6763066 • larisamalyd@gmail.com • <https://www.linkedin.com/in/darbiz/>

Portfolio: www.designarea.co.il

PROFESSIONAL SUMMARY

Hands-on product, specializing in UX strategy, design systems, and AI-driven products across **SaaS, B2B/B2C, and e-commerce**. Crafts intuitive UI, turns complex data into clear, actionable interfaces and builds user trust in AI through explainability and human-in-the-loop design.

CORE SKILLS

UX Strategy, UI Design, Design Systems, Information Architecture (OOUX), Agentic AI Design, UI Motion & Micro-interactions, User Research, Usability Testing, A/B Testing.

Design Tools: Figma (incl. variables), Illustrator, Photoshop.

AI Tools: ChatGPT, Claude, Claude Design, Copilot, Lovable, Midjourney, Kling, Runway.

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

EXPERIENCE

Lead Product Designer • UX/UI Expert | Partner Israel – IT & Telecom Systems • 2022 - 2026

- **AI-Driven Decision Support:** Redesigned incident management as an AI decision-support flow - 50% faster task assignment.
- **Agentic UX & Trust:** Designed proactive AI agents with human-in-the-loop patterns and confidence scores, keeping users in control.
- **Design Leadership:** Leading design for complex CRM, ERP, and Fintech systems; launched Partner Electric in a record 2 months.
- **Operational Efficiency:** Designed internal tools and workflows that cut manual work for operational teams.
- **Design Systems:** Built a scalable UI language adopted across products, shortening design-to-dev cycles.

Head of UX/UI & Creative | ElephantStock - US e-commerce art & home décor • 2019 - 2022

- **Growth & Scaling:** Contributed to 3x revenue growth as the company scaled from 30 to 200+ employees; built the design team from scratch.
- **Strategic Leadership:** Selected for Google E-commerce Growth Lab (Top 10); led UX, product, and creative strategy.
- **Product Optimization:** Owned end-to-end design of a 200+K-SKU platform, lifting conversion via A/B testing and analytics.

Product Designer | Niloosoft - Enterprise Recruitment SaaS • 2013 - 2018

- **Workflow Engineering:** Designed end-to-end recruitment workflows that improved accuracy and day-to-day usability.
- **SaaS Scalability:** Built white-label solutions for enterprise clients across multiple product versions.

EDUCATION

- **Diploma in Graphic Design and Visual Communication** - Western Galilee College
- **Additional studies:** UX and Product Design, Front-End Development, Animation

Languages: English (Fluent), Hebrew / Russian (Native)

Full military service