



Ariel Romanovich

Product Designer

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[Portfolio](#)

[Linkedin - Ariel](#)

Product Designer (UX/UI) with 4 years of experience designing complex web and mobile applications for B2B and enterprise environments. I work end to end, from user research and information architecture to design systems and developer handoff, and bring a product management and operations background to product strategy and cross-functional collaboration.

Work experience

2023 – Present | Ramat-Gan, Israel

Product Designer | UXstory

UX/UI design for defense-tech products, serving IDF technology units (Matzpen & HATAL).

- Designed end-to-end web and mobile applications for complex, high-pressure workflows: GIS and map-based systems, emergency medical reporting, and admin platforms for user and device management.
- Led product and design for a user and device management platform while no product manager was assigned: conducted user interviews, defined scope and information architecture, and worked directly with development.
- Redesigned an emergency medical reporting system, from the mobile app used in the field to the web dashboards used by the control room and hospitals, working with the product manager, development teams and QA.
- Co-built an enterprise design system for three products with another designer: design tokens, a component library, light and dark themes, and developer handoff to three development teams.

2022 – 2023 | Remote

Junior Product Manager | YOW

SaaS platform for OKRs and HR management.

- Wrote user stories, prioritized the backlog and ran sprint planning with development.
- Designed wireframes aligned with business goals and the product roadmap.

Military Service

2014 – 2019

Operations Officer & Commander (Major, Reserves) | IDF

Led multidisciplinary teams and complex operations under uncertainty. This experience shapes how I prioritize, decide and work across functions.

Education

2020 – 2022

Certificate in Graphic Design & UX/UI | Studio 6B

Skills & Tools

UX/UI & Product

User research, user interviews, user flows, information architecture, wireframing, prototyping, interaction design, design systems, design tokens, component libraries, responsive design, RTL and localization, product strategy, backlog prioritization, Agile/Scrum, stakeholder management, cross-functional collaboration.

Domains

Complex systems, enterprise and B2B SaaS, dashboards, GIS and maps, mobile apps.

Tools & Tech

Tools: Figma, Figma Make, Adobe CC, HTML/CSS, Claude and AI tools.

Languages

Hebrew (Native), English (Advanced), Russian (Conversational).