

Erez Cohen

Staff Product Designer • UX Lead

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SUMMARY

Staff-level product designer with 15 years on technically complex products, B2C and B2B, from a website-building platform at consumer scale to data observability and autonomous-vehicle verification. Specialises in making engineering-grade systems usable by the people who depend on them but did not build them: reframing an engineering data model into an interface model, then splitting the interface so most users get a curated path while experts keep full control. Designs and ships in the front-end code, owns the design system in both Figma and Storybook, and has rebuilt the design-to-engineering handoff around AI-assisted, code-based deliverables. Leads and mentors designers.

EXPERIENCE

UX Design Lead | Foretellix | Ramat-Gan

Dec 2022 - Sept 2026 • Senior UX Designer, then UX Design Lead from 2025

Owned design for a verification and simulation platform used by safety and V&V engineers at autonomous-vehicle programmes, among them NVIDIA, Nuro, Torc Robotics and Volvo Autonomous Solutions. Led a team of two designers.

- Led test management and execution through four generations of its object model: the test definition, configuration and results layer customers drove from their own CI pipelines. Took it from raw JSON files to a first-class launchable entity, then to a model where administrators curate environment presets and whitelist overrides, after 95% of the exposed settings proved irrelevant to the end user.
- Designed the interaction model for the analysis layer, turning machine-generated simulation output into named, findable events: visualised on a timeline, discovered among millions, composed by users into their own definitions, and carried through to coverage against a verification plan.
- Led the Scenario Designer from a hackathon add-on to a standalone editor for synthetic data generation, defining the scenario-tree model that anchored it, and prototyped prompt-based authoring using the AI assistant. Sole designer on the editor; the two I managed carried the Smart Replay surfaces it grew out of.
- Established the UX foundation for the company's first AI assistant.
- Took the design system from an early, non-standard state to a mature atomic system, then extended that ownership into the shared component library and Storybook, closing the gap with a codebase where component states lived in feature code.
- Replaced the design-to-engineering handoff: QA reference documents pinned to a prototype commit, enumerating every UI state with a provenance ledger. A front-end engineer audited one against its commit and found four uncommitted files, which is what the method was built to catch.
- Worked with application engineers, product and sales to turn customer workflow requirements into the design roadmap, contributing to Foretellix securing full production UI ownership.

Senior Product Designer | Databand.ai (acquired by IBM) | Tel Aviv

2021 - 2022

- Rebuilt alert creation for data engineers, taking it from an experience so difficult that customers relied on customer success to one they could complete alone. Grounded the redesign in support tickets, user interviews, demo recordings and session replays.

- Established the design system and Figma component library where only a brandbook existed, improving design-to-development consistency across the product.
- Introduced user research and competitor analysis into the sprint cycle, catching usability gaps before production.
- Mentored junior designers in research methods, design judgement and stakeholder communication.

Senior UX/UI Designer | Wix.com | Tel Aviv

2013 - 2021

- Designed the editing experience for applications built on the Wix platform, resolving the conflict between user customisation and the application builder’s update cycle by splitting it into two editing modes after research showed 80-90% of users needed only basic customisation.
- Led the design of the Wix Mobile Editor, owning its feature set rather than a single flow. Onboarding is the measured example: fewer than 20% of users had ever opened the Mobile Editor; three months after launch 47% completed the new onboarding, 60% kept the changes they made at publish, and adds of the Quick Action Bar rose 500%.
- Designed features across the main Wix editor as part of the 2013-14 rebuild that took Wix from a single desktop tool to a platform with mobile support, among them the first in-editor App Market, including how users browse, add and remove third-party apps, and Editor Search, which unified five kinds of search intent into one surface from an analysis of support queries.
- Established the first digital illustration group at Wix. Defined the unified digital illustration language and the system icon set, wrote the usage guidelines adopted across all Wix products, and mentored designers company-wide on applying them.

SKILLS	
Design	Product design, UX strategy, information architecture, data-heavy and configuration-heavy UI, developer tools and CI workflows, design systems and tokens, interaction design, iconography
Engineering	Prototyping in front-end code, working in the product repository, Storybook and shared component libraries, design-to-code handoff
AI	AI-assisted design workflow, agentic tooling, research synthesis, code prototyping, design-system maintenance
Research	User interviews, usability testing, journey mapping, competitive analysis, support and session-replay analysis, product usage analysis
Leadership	Design leadership, mentoring, cross-functional alignment with product and engineering, design process ownership
Tools	Figma, Cursor, Claude Code, Storybook, Miro, Jira, Datadog, Smartlook

EDUCATION

B.Des, Visual Communication - Bezalel Academy of Art and Design, Jerusalem

Computer Graphics Animation - CG Animation Academy, Tel Aviv

Languages: Hebrew (native), English (professional)