



David Spivak

Senior Product Designer

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🌐 linkedin.com/in/davidspivak1

📍 Pardes Hanna-Karkur

Tools

Design & prototyping

Figma

Vibe coding

Cursor

Codex

Research & analytics

UserTesting

Amplitude

Datadog RUM

Languages

Hebrew (Native)

English (Fluent)

Senior Product designer specializing in complex B2B SaaS workflows and accessibility. Focused on end-to-end product design and mentoring teams on best practices.

Experience

- **Senior Product Designer @ ZoomInfo Technologies Inc.**

2021 – Sep 2025 · Ra'anana

- Owned end-to-end design for complex features, from discovery through UX, UI, accessibility, engineering handoff, and design QA. Validated launched features with behavioral analytics.
- Led accessibility program: standardized WCAG-aligned patterns, trained designers, embedded accessibility across the design system.
- Collaborated with Sales and Customer Success to inform project priorities, and mentored junior designers on UX methodology and accessibility.

- **UX Designer @ UI – Human Factors Ltd.**

2017 – 2020 · Netanya

Designed complex desktop and mobile systems from discovery to high-fidelity specs for clients including Microsoft, Priority, and Bank Hapoalim. Collaborated with PMs and engineers, executing usability testing throughout the product lifecycle.

- **Service Design User Research @ IBM-Technion Joint Project**

2015 – 2017 · Haifa

Researched emotional and behavioral interactions for emotionally responsive service chatbots.

Education

- **M.Sc., Cognitive Psychology and Human Factors Engineering**

2015 – 2017 · Technion (Faculty of Industrial Engineering and Management)

Grade average 94; IBM Cognitive Computing Faculty award winner.

- **B.A., Psychology**

2009 – 2012 · University of Haifa

Grade average 94.