



# David Spivak

## Senior Product Designer

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📍 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.