



David Spivak

Senior Product Designer

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Skills

User research

Prototyping

Data analysis

Wireframing

Responsive

Accessibility

Usability testing

Tools

Design & prototyping

Figma

Cursor

Codex

Claude Code

Research & analytics

UserTesting

Amplitude

Datadog RUM

Languages

Hebrew (Native)

English (Fluent)

Senior Product Designer with 7 years of experience designing complex B2B products across sales intelligence, cybersecurity, ERP, fintech, banking, e-commerce, insurance, and AI-enabled products. Skilled at turning research, business needs, and technical requirements into intuitive experiences through UX research, accessibility, usability testing, and cross-functional collaboration.

Experience

🔗 Senior Product Designer @ ZoomInfo

2021 - Sep 2025 · Ra'anana

- Owned end to end design for complex features, from discovery through research, UX, UI, accessibility, engineering handoff, and design QA. Validated launched features through user feedback and 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

2017 - 2020 · Netanya

Designed complex desktop and mobile systems from discovery and research to high-fidelity specs for clients across cybersecurity, ERP, fintech, banking, e-commerce, and insurance. Collaborated with PMs and engineers and conducted usability testing throughout the product lifecycle.

Education

🎓 M.Sc., Cognitive Psychology and Human Factors Engineering

2014 - 2016 · Technion, Faculty of Industrial Engineering and Management

Won IBM Cognitive Computing Faculty Award for research on emotional dynamics in customer service conversations to improve emotionally responsive chatbots.

🎓 B.A., Psychology

2010 - 2013 · University of Haifa