



## Skills

UX&UI Design  
Design System  
Wireframing  
Prototyping  
Visual Design  
Illustration

## Software

Figma  
Illustrator  
Photoshop  
InDesign

## Languages

Hebrew - Native Speaker  
English - Fluent  
Spanish - Conversational

## About me

I'm Anat, a product designer with a passion for blending creativity and functionality. I thrive on transforming complex ideas into clean, intuitive, and visually engaging designs. My approach balances aesthetics with usability, aiming to create experiences that not only look great but also work seamlessly.

## Work Experience

### **Gable** - Product & Marketing Designer (2025)

- Designed product and marketing experiences at Gable, a fast-paced SaaS startup
- Created user flows and features to improve usability and meet business needs
- Built a design system to ensure consistency and boost efficiency
- Designed the marketing website, social ads, and event materials to support growth and brand presence

### **Bond / REEF Technology** - Product Designer 2020 - 2024

(REEF Acquired Bond in 2022 - continued as a product designer on a new product)

#### **Bond** (2020 - 2022)

- Designed user interface for a complex desktop system with a focus on usability
- Collaborated with PMs and developers to define and implement features
- Turned requirements into clear, user-friendly designs through thoughtful UX

#### **REEF Technology** (2022 - 2024)

- Led UX and UI design for the Lighthouse product, shaping the overall experience
- Solved complex design problems with clear, user-friendly interfaces
- Built and maintained a design system for consistency and efficiency
- Worked with PMs and engineers to align design with user and business goals

### **Shookit** - Brand & marketing designer (2020 - 2022)

(In parallel while employed at Bond, both startups were owned by the same parent company)  
Designed marketing and social materials for the company's customers.

### **Freelance** - Graphic Designer (2018 - 2022)

Graphic Design - logos, print, web design, illustration etc.

## Education

### **UX Principals Course** (2022)

Tal Florentin UX Principals Course for product managers.

### **'HIT' - Holon Institute of Technology** (2015 - 2019)

B.Des from the visual communication design department.