

Michal Luna Uliel

Senior Product Designer

M.A. in Social Psychology | UX & Product Thinking |
Complex Systems | User Behavior

-  My Portfolio
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-  Tel-Aviv | Center



SUMMARY

Senior Product Designer focused on UX and product thinking. Experienced in designing complex, content-rich products, including platforms, applications, and large-scale websites. Combines a background in social psychology with practical experience in understanding user behavior and simplifying processes. Works end-to-end, from research and concept to execution, with a focus on clarity, usability, and real user needs.

WORK EXPERIENCE

Senior UX/UI Designer

TECH | Digital Powerhouse | 2021 - Present

- Define user flows, structure information, and translate product requirements into clear user experiences.
- Conduct user research and usability analysis, applying behavioral insights to improve usability and decision-making.
- Lead end-to-end design of products, including complex systems, applications, and content-rich websites.
- Design interfaces from wireframes to high-fidelity screens, balancing usability and visual clarity.
- Collaborate with product, developers, and stakeholders to define features and reduce ambiguity.
- Use AI tools to support research, ideation, and workflow efficiency.

Organization & Methods / HR Manager

TECH | Digital Powerhouse | 2020 - 2021

- Designed internal workflows and improved cross-team processes.
- Brought structure and clarity to day-to-day operations in a growing environment.
- Supported recruitment, interviews, and onboarding processes.

Teaching Assistant

Ruppin Academic Center | 2018–2020

- Teaching Assistant for Dr. Nir Gazit in Sociology and behavioral courses ("Israeli Society" and "Sociological Theories").
- Supported teaching materials, graded assignments and exams, and assisted students throughout the courses.

EDUCATION

UI/UX Design Certificate

6B Studio, Tel Aviv
2021–2022

M.A. in Social Psychology

Tel Aviv University
2019–2021
Final grade of 97

B.A. in Behavioral Sciences

Ruppin Academic Center
2015–2018
Dean's Honor List (2016, 2017)

SKILLS

- UX Design
- Product Design
- User Flows & Information Architecture
- User Research & Behavioral Insights & Decision-making
- Complex Products & Systems
- Content-Rich Interfaces
- Visual Design

ADDITIONAL

Tools

Figma, Adobe Creative Suite, AI tools

Languages

Hebrew (Native), English (Full professional proficiency)