Roei Ben Zvi

Senior Product Designer | Product Builder

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PROFILE

Senior Product Designer with 5+ years of experience leading end-to-end design for complex, AI-powered products, from research and strategy through pixel-perfect execution, delivery, and iteration. Combines product thinking, technical fluency, and hands-on design-to-code capabilities to transform complex problems into simple, scalable experiences aligned with user needs and business goals.

EXPERIENCE

WIX.COM

2021 - PRESENT

ARIA AI ASSISTANT | Senior Product Designer & Product Builder

JAN 2026 - PRESENT

Own the assistant experience that helps users create, design, edit, and elevate their sites through chat, contextual actions, and guided AI flows. As a Product Builder, lead end-to-end feature delivery from research and product definition through development, launch, and iteration, while contributing changes directly to code.

- **Product Builder Operating Model:** Use AI-assisted IDE environments such as Claude Code and Cursor, together with relevant cross-disciplinary skills, to independently extract and interpret data, conduct research, iterate and finalize interfaces, write product content, and move concepts into working code. Collaborate closely with data analysts, localization managers, brand teams, and other discipline leads to validate decisions and quality, reducing early-stage handoffs and enabling faster, more seamless collaboration from initial idea through implementation.
- **Native AI:** Led the end-to-end UX/UI for bringing AI-powered content and design capabilities directly onto the canvas, removing chat context-switching from the manual editing flow. Conducted domain research and pattern classification, drove iterative concept generation, built interactive prototypes with Figma Make, defined component specifications, and contributed the Composer Bottom Sheet Widget to the core Design System.
- **Impact:** Increased user adoption and engagement across core AI image-editing experiences while maintaining premium conversion.

WIX HARMONY | Senior Product Designer

DEC 2024 - DEC 2025

Played a key role in building Wix Harmony Editor from the ground up, a next-generation website creation experience that blends AI-powered creation with drag-and-drop precision and now supports 650K+ actively edited sites per month. Owned multiple product areas and led full design cycles in close collaboration with PMs, engineers, and cross-functional partners, translating qualitative and quantitative insights into consistent, scalable experiences.

Built and scaled AI-powered design workflows using Claude Code, Cursor, and Figma Make to improve speed, quality, and overall design lifecycle efficiency. Brought strong technical understanding, sharp prioritization, and the ability to influence product direction from early concepts through launch and push changes directly to code.

- **AI Custom Component Creation:** Enabled creators to generate editable, React-based components through AI, expanding creative possibilities far beyond the standard elements library.
- **Pages Management:** Re-envisioned how users view, navigate, and manage site pages, making hierarchy clearer, actions more discoverable, and the experience more intuitive, scalable, and enjoyable.
- **Workspace Action Bar:** Contributed to designing a central, predictable Action Bar that surfaces relevant actions based on selection, replacing scattered floating controls with a single, consistent workflow that lets users move faster without thinking about where actions live.

WIX MULTILINGUAL | Product Designer

AUG 2021 - DEC 2024

Owned the functional and visual design of Wix Multilingual as the sole UX designer, leading complete design cycles from research, ideation, and validation through pixel-perfect UI, delivery, and post-launch testing. Worked closely with PMs, engineers, analysts, and management stakeholders in an agile environment, using interviews, competitive analysis, and usability testing to bridge company objectives and user needs.

- **Translation Manager / Multilingual App Redesign:** Led the redesign of a crucial horizontal product used by 2M+ Wix users. The product supports Wix's strategic global growth by helping businesses reach international audiences. The redesign drove a 15% uplift in conversion by aligning with user needs and reducing leading feature requests.
- **Multilingual Packages Success:** Contributed to the development of a pivotal new feature and standalone package-selection experience that cut costs and increased revenue, transforming a $430K annual loss into a $230K profit.

REICHMAN UNIVERSITY, SCHOOL OF COMMUNICATIONS | UX Lecturer, Part-time

MAR 2026 - PRESENT

- Teach User Experience Tools & Design to 30+ first-year students across two weekly 90-minute classes, guiding them through user-centered thinking, the full design lifecycle from idea to product, and the practical tools used to create digital experiences.
- Designed and own the course curriculum within agreed university goals, including presentations, learning materials, in-class workshops, homework, presentation coaching, assessments, and grading.

FREELANCE | Video Production Specialist

OCT 2018 - JUL 2021

Israel

SELECTED INTERNAL INITIATIVES

WIX CREATOR KIT | Vision Contributor & Harmony Initiative Lead

2026

- Helped shape the vision for a scalable company-wide prototyping approach built around reusable, pre-created product shells for core Wix environments. Initiated the model for Harmony; the infrastructure was later expanded to dashboards and other Wix editors.
- The shells combine real design-system components, authentic product context, product rules, and company knowledge, allowing designers to focus on UX instead of repeatedly rebuilding environments or re-explaining product context.

WIX HARMONY KNOWLEDGE BRAIN | Task Force Contributor

2026 - PRESENT

- Contributed to the task force that built the Harmony Knowledge Brain by defining its foundational building-block structure and knowledge hierarchy, then creating product and UX documentation that captures the current experience and data. The resulting centralized source of truth helps creators across Wix, especially Harmony teams, develop features and prototypes faster while making future work more context-aware.

EDUCATION

REICHMAN UNIVERSITY | B.A. in Communications

2018 - 2021

Specialization in Interactive Communications, Human-Computer Interaction, and User Experience Studies

SKILLS

Core: End-to-End Product Design / Product Strategy / UX Research & Validation / Interaction Design / AI Product Experiences / Rapid Prototyping / Visual UI Design / Design Systems / Data-Informed Design / Complex Workflow Simplification / Cross-Functional Leadership / Design-to-Code

Tools: Figma / Figma Make / Claude Code / Claude Design / Cursor / Codex / Adobe Premiere Pro / After Effects

Languages: Hebrew - Native / English - Fluent