

ROTEM PINKAS | RESUME

Senior Product Designer & Design Lead | B2B SaaS, Cybersecurity & AI-Assisted Delivery

Based in Phuket, Thailand | Available for fully remote, full-time opportunities | Flexible to work Israel business hours

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SUMMARY

Senior Product Designer and design lead with 15+ years across UX/UI and digital delivery, specializing in complex B2B SaaS and cybersecurity. Combines product ownership and Figma design systems with remote team management and independent business leadership. Uses OpenAI Codex and AI tools for website development, e-commerce, and workflow automation.

PROFESSIONAL EXPERIENCE

Independent Business Owner | Product Design, Web & AI Automation / Self-employed

2026 – Present / Phuket, Thailand / Fully Remote

Manage a fully remote business delivering product design, websites, e-commerce experiences, and AI-assisted automations, combining hands-on execution with client and freelancer management.

- Managed four international freelancers across development, campaign management, and video editing, defining scopes of work, daily tasks, monthly priorities, and delivery expectations.
- Led website and e-commerce projects from requirements and design through implementation, launch, and maintenance.
- Reviewed deliverables and coordinated feedback across clients and contributors to maintain quality and meet deadlines.
- Transitioned outsourced tasks to AI-assisted workflows using OpenAI Codex and other tools for implementation, troubleshooting, website updates, and automation.

Senior Product Designer / Check Point Software Technologies Ltd.

2022-2025 / Tel-aviv, Israel

Designed and led UX/UI for complex B2B SaaS and enterprise cybersecurity products.

- Owned end-to-end UX/UI across 5+ distinct cybersecurity products serving different target markets, from workflow definition through high-fidelity design and release support.
- Partnered with product managers, engineers, and DevOps teams to translate technical requirements into clear enterprise experiences.
- Built and maintained scalable Figma components, variants, styles, iconography, and reusable UI patterns.
- Supported consistent implementation through design reviews, developer handoff, and collaboration with designers and engineers.

Senior Product Designer & Front End / Nemesysco ltd.

2015-2022 / Kadima, Israel

- Designed UX/UI for complex acoustic signal-detection and analysis systems, translating intricate technical workflows into usable interfaces.
- Combined product design and front-end implementation knowledge to support practical, consistent digital experiences.
- Built and launched responsive WordPress websites and landing pages using Elementor.
- Led website design and rebranding work, maintaining visual consistency across web, email, advertising, social media, and print.

EDUCATION

Multimedia & Design

Sapir College / School of Practical Engineering
2008-2010

Usability and User Experience

Netcraft Academy
2015

SKILLS

Product & Design: B2B SaaS, cybersecurity, complex workflows, interaction design, information architecture, prototyping, Figma design systems.

Leadership: People management, remote teams, freelancer supervision, project planning, stakeholder communication, developer handoff.

Design Systems: Figma components, variants, Auto Layout, styles, design tokens, reusable UI patterns, UI libraries.

AI & Automation: OpenAI Codex, Figma Make, Figma agent, AI-assisted prototyping, website development and maintenance, website workflow automation.

Web & E-commerce: WordPress, Elementor, HTML5, CSS3, responsive websites, e-commerce website management.

Design Tools: Figma, Adobe Creative Suite.

LANGUAGES

Hebrew / Native

English / Fluent, written and spoken

PROFESSIONAL EXPERIENCE - CONTINUED

UI/UX Designer & White Label Project Manager / TGS Israel / TravelHoldings USA

2012-2014 / Petach-tikva, Israel

Managed the design and delivery of white-label travel websites and digital experiences for US-based clients, coordinating directly with executives and stakeholders in the United States.

- Led design and delivery for global client projects, including Sam's Club and AAV.
- Translated stakeholder requirements into websites, HTML pages, and digital experiences, coordinating timelines, communication, and production handoff.
- Collaborated with Sales teams and used business intelligence insights to inform marketing and digital improvements.

UI / UX Designer & Projects Manager / NEKUDA

2011-2012 / Binyamina, Israel

- Led UX/UI design and project delivery for client websites and startup products across multiple industries.
- Defined application experiences and translated client requirements into design solutions.
- Built and improved websites, incorporating usability and SEO considerations.

Web Projects Manager & Team Leader / WEB3D

2010-2011 / Haifa, Israel

- Managed a five-person multidisciplinary team that included design, programming, and front-end development roles.
- Coordinated remote freelancers across multiple projects, managing project planning, delivery schedules, budgets, and client support.
- Led concurrent website and application projects, coordinating delivery for long-term clients including YES Planet and Land Rover.

MILITARY SERVICE

Soldier Welfare Coordinator | Israel Defense Forces, Ordnance Corps | *2003-2005*

Supported soldiers with personal welfare and service-condition matters, helping them access assistance and coordinating requests with the relevant military personnel.