



Itai Bracha.

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Senior Product Designer,
Kahal, Northern District, Israel

itaibrachaportfolio.com
Itaibracha31@gmail.com

EXPERIENCE

Senior Product Designer

SolarWinds ITSM – Netanya, Central (Oct 2024 – Present)

- Led the overall design strategy, design system development, and roadmap planning.
- Owned the design of a flagship GenAI (AI/ML) project, cutting ticket handling time by 40%.
- Guided design of multiple high-impact features through design sprints, flow mapping, user journey mapping, UI/UX, prototyping, and data-driven design, directly increasing user engagement.
- Played a key role in scaling and maintaining the design system (design tokens), implementing components for consistency and efficiency across products, and ensuring seamless updates.
- Designed a scalable notification system, improving user response rates by 24%.

Product Designer

SolarWinds ITSM – Netanya, Central (Aug 2022 – Oct 2024)

- Designed and delivered the virtual agent and runbooks, driving \$1.4M YOY growth.
- Led design of numerous features through user & UX research, A/B testing, flows, user journey mapping, UI, UX metrics, prototyping, and product analytics & behavior tracking (Pendo).
- Transitioned team workflows to Figma, training 50+ engineers to ensure seamless adoption. Introduced Figma Dev mode practices, improving developer handoff by more than 20%.
- Designed a user impersonation feature, ranked #2 on feature requests for 3 years, cutting agent handling time by 35% and improving customer satisfaction by 20%.

Product Designer

AgroScout – Misgav, North (Jul 2021 – Aug 2022)

- Led design system, executed designs.
- Partnered with stakeholders to enhance the user onboarding experience, reducing churn by 12%.
- Led design of numerous features through user & UX research, design sprints, flows, user journey mapping, UI, prototyping, and animations.
- Conducted usability tests and A/B testing, leveraging Heap analytics to optimize features.
- Led transition to Figma from Sketch, serving as company's Figma expert.

UI/UX Designer

Adif Communications – Magshimim, Central (Jul 2020 – Jun 2021)

- Led design, planning, and executed designs.
- Designed new conference platform for insurance agents, unlocking \$0.6M profit in the first year.
- Collaborated with engineers and PMs to deliver features aligned with market needs.
- Led design of numerous features through user & UX research, design sprints, flows, user journey mapping, UI, prototyping, and animations videos on after effect.

UI/UX Designer

Freelancer – Fiverr, Projects (Nov 2018 – Jun 2021)

- Working closely with clients, developers, and other stakeholders to ensure the successful implementation of UI/UX designs.
- Being flexible and open to change, especially when it comes to accommodating client preferences or adjusting to project requirements.
- Being flexible and open to change, especially when it comes to accommodating client preferences or adjusting to project requirements.
- Conducted market analysis for clients, leading to optimized product-market fit strategies.
- Built a successful freelance business, scaling annual revenue from \$3K to \$15K.

ABOUT ME

I'm Itai Bracha, a Senior Product Designer with over 5 years of experience working on enterprise SaaS and cloud-based products. I love creating products that are easy to use and truly help people. I enjoy solving tricky problems through smart research and simple design. I work best with teams that believe good design has the power to change the world.

- Fast learner
- Communication & Collaboration
- Adaptability & Flexibility
- Problem-Solving & Critical Thinking
- Creativity & Innovation

EDUCATION

PRODUCT UI/UX DESIGN

Studio 6B UI & UX | Diploma
Tel-Aviv, Central, Israel (2020, 2021)

Skillshare, Udemy | Certifications

Accessibility Design, Udemy, Online (2024)
AI Design, Skillshare, Online (2023)
Build Design System, Udemy, Online (2022)
Google Design Sprint, Udemy, Online (2022)
UX Research, Udemy, Online (2021)
UX Writing, Udemy, Online (2021)
After Effects Bootcamp Udemy, Online (2021)
UX Strategy, Udemy, Online (2020)

PROFICIENCY

Expertise

UX, UI, Product Research & Analytics,
Design System, UX Research, AI/ML, Flow
Mapping, Usability Testing , A/B Testing
Technologies, Strategic & System Thinking.

Tools

Figma, Sketch, Figjam, Miro, Excalidraw, Zeplin,
Lottiefiles, Adobe XD & Illustrator & Photoshop
& After Effects, Pendo, Heap, HotJar, Marvel
Google Analytics, Notion, Jira.

LANGUAGE

English | Professional Proficiency
Hebrew | Native