



Danit Barak Halperin

Senior Product Designer

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[Portfolio link](#)

[Linkedin link](#)

Senior Product Designer with 5+ years of experience designing complex, data-heavy B2B SaaS and enterprise products. I specialize in turning complex workflows and technical requirements into clear, scalable user experiences through strong UX thinking, product discovery, and systems design.

I've led end-to-end product design, from discovery and research through validation and implementation, while building design systems and partnering closely with Product and Engineering. More recently, I've expanded my practice through 0→1 product work and building Postwise, an AI-powered product, deepening my experience in AI-native workflows, usability testing, and rapid product iteration.

EXPERIENCE

DH Product Design | Product Designer & Product Consultant
2025 - Present

Postwise | 0→1 AI Product Initiative

- Leading product discovery, UX strategy, feature definition, and product design for an AI-powered content creation platform.
- Defining user flows, MVP scope, and AI-assisted experiences from concept through implementation.
- Using AI-assisted workflows to rapidly prototype, validate, and iterate on product ideas.
- Conducting usability testing, product validation, and iterative improvements based on user feedback.

Healthcare Accessibility Platform

- Led discovery research for a digital healthcare initiative focused on accessibility and temporary disability.
- Collaborated with medical and accessibility experts to define user needs and MVP direction.

Multilingual Productivity Tool

- Advised an early-stage founder on user segmentation, product positioning, and MVP strategy.

AlgoSec Ltd | Cybersecurity policy management platform (B2B)
2021 - 2025

Product Designer

- Led ~40 product design projects, including core features, system UX revamps, and design for automation
- 95% of designed features were implemented into production with measurable UX improvements
- Designed and scaled ~50 reusable components in a company-wide Design System
- Owned UX strategy and discovery process for major product initiatives, including stakeholder alignment and research synthesis
- Migrated design workflow from XD+Zeplin to Figma, improving dev handoff accuracy and reducing inefficiencies by 30%
- Improved developer collaboration through real-time commenting and shared Figma workflows, reducing back-and-forth
- Conducted persona-aligned usability testing with internal stakeholders representing target users, translating findings into actionable UX improvements and clearer task flows.
- Facilitated UX research (surveys, interviews, competitive benchmarks) that informed product roadmap prioritization
- Created journey maps and complex user flows across multi-system environments
- Designed scalable workflows, reusable interaction patterns, and system-level UX solutions across interconnected product surfaces.
- Led UX process improvement via Agile and Jira-based systems, for cross-team workflow improvements, cutting miscommunications and QA handover issues by 40% and accelerating delivery cycles
- Partnered with an external accessibility consultant to audit the SaaS Design System and led the implementation of resulting design improvements.

WaveBL, Allot, PeerApp | Sales & Business Operations
2015 - 2021

Led internal sales and business operations across B2B technology companies, owning Salesforce workflows, reporting, and system integration. Designed and improved internal user processes such as quote-to-order, forecasting, and customer life cycle tracking, translating daily team needs into clearer workflows and more usable systems.

EDUCATION

Product Makers Israel - NoCode
Product Creation with Lovable
2025 - 2025
Tal Florentine

DESIGN RULES: Principles + Practices
for Great UI Design
2024 - 2024
Udemy

UXV Certification program: UX Design
2020 - 2020
John Bryce

B.Des.: Jewelry Design
2009 - 2013
Shenkar College of Engineering,
Design and Art

TECHNICAL SKILLS

Core: Design Systems, UX Strategy, Complex Systems Design, Information Architecture, Interaction Design, Responsive Design, Data Visualization, Dashboard Design, Product Analytics, AI-Assisted Product Design, Product Analytics, Accessibility
Tools: Figma, Jira, Hotjar, Pendo, GPT, Claude, Lovable, GitHub
Methods: Product Discovery, UX Research, Usability Testing, Prototyping, Journey Mapping

LANGUAGES

Hebrew (Native)
English (Advanced)

PLEASE NOTE

Selected projects are password-protected due to NDA.
Access available upon request.