



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 systems, enterprise platforms, and operational tools. Specialized in simplifying sophisticated workflows and translating technical concepts into clear, scalable user experiences. Experienced in leading end-to-end product design processes, building design systems, conducting research, and partnering closely with product and engineering teams to deliver impactful solutions. Passionate about leveraging AI-powered tools to accelerate product discovery, design execution, and innovation.

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.
- Leveraging AI-assisted workflows and no-code platforms to rapidly validate and iterate 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 tests with internal stakeholders, leading to actionable UX insights and improved 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

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

Bachelor of design : Jewelry Design
2009 - 2013
Shenkar College

TECHNICAL SKILLS

Core: Design Systems, UX Strategy, Complex Systems Design, Data visualization, Dashboard design, AI-Assisted Product Design, AI-Native Design Workflows
Tools: Figma, Jira, Hotjar, Pendo, GPT, Lovable, Clude
Methods: Prototyping, UX Research, Usability Testing, Journey maps

LANGUAGES

Hebrew (Native)
English (Advanced)

PLEASE NOTE

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