

Lee Orenshtein Tabibian

Senior Product Designer

Contact

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Highlights

My final project in HIT featured on [Mako](#)

Participated in Coller Ignite Hackathon (Tel Aviv University) with the Communi project.

Named “Central Hero”, an internal recognition for outstanding performance.

Education

B. Design, Visual Communication degree / HIT
2014-2018
Interactive expertise.

Preparatory course / Studio 6B
2013-2014
Focused on portfolio design and foundational design skills for academic admission.

Experience

Senior Product Designer / Central

2021 - Today

Lead end-to-end design of key system features using a full UX process - research, user interviews, user flows, usability testing and data insights. Use AI tools for user research analysis, concept validation, and accelerating design iterations. Built Central's design system from scratch, driving visual consistency and design scalability.

My role includes delivering strategic presentations to the board, writing detailed specifications and user stories for R&D and showcasing design initiatives company-wide.

Senior UX / UI Designer / Matrix Experience

2019 - 2021

Designed web and mobile applications, systems, and digital platforms for clients such as Bank Hapoalim, Ministry of Health, Sheba Medical Center, Harel Insurance, Isracard, and more.

A major highlight was leading the design of Harel's digital products and building their design system from scratch. I also managed two designers and worked cross-functionally with PM's and R&D.

Another key project was AnyWay, a public transportation payment app, which I designed end-to-end while collaborating with UX researchers, marketing, and development teams.

Product Designer / Communi App (Side project)

2020 - 2021

Co-founded with 3 more partners Communi, a mobile platform created during the COVID-19 pandemic to connect local farmers and small producers with consumers through community sales events.

Graphic & UX / UI Designer / Playscape

2017 - 2019

Joined as the sole designer while studying, working under an experienced art director. Designed responsive websites, e-learning programs, and quiz platforms for major clients including NICE, Bezeq, Clal Insurance and Bank Hapoalim. Also led the design of Squick, the company's quiz and survey platform.

Office manager's secretary of the chief of staff / Military service

2010-2012

Held a high-security clearance position requiring trust, discretion, and a high degree of responsibility in a fast-paced, sensitive environment.