

AVIA EYAL

Senior Product Designer

aviaeyal@gmail.com | Tel Aviv, Israel | [linkedin.com/in/aviaeyal-417225107](https://www.linkedin.com/in/aviaeyal-417225107) | <https://aviaeyal.github.io/portfolio>

Senior Product Designer with deep technical fluency, combining design craft, systems thinking, and data literacy. Backed by a dual background in neuroscience (Tel Aviv University) and visual communications (Bezalel Academy of Art and Design). 10+ years in tech, most of it in B2B SaaS, spanning QA engineering, QA automation, and product design.

SKILLS & TOOLS

Figma · Product Design · UX Strategy · User Research · Information Architecture
Competitive Analysis · Data Analysis (Mixpanel) · Design Systems · React (frontend contributions)
AI-Assisted Prototyping (Claude Code, Cursor) · Illustration · UX Writing

EXPERIENCE

HoneyBook — Tel Aviv, Israel

B2B / B2SMB SaaS platform for client management, payments, and document creation for service-based small businesses.

Senior Product Designer

Feb 2025 – Present

Product Designer

Jul 2022 – Feb 2025

- Led end-to-end design for cross-platform initiatives spanning AI-assisted workflows, mobile, information architecture, in-product communication, and document editing; partnering with Product, Engineering, Data, and Research from problem definition through launch.
- Designed multiple product-wide migration flows: renaming, re-mapping, and onboarding existing users to a restructured core feature, including UX copy, multi-state modals, and edge-case handling.
- Designed core features across the documents and templates area (template gallery, search and discovery, file editor) and at the project level (custom fields, selective communication, payment status indicators, entity hierarchy navigation).
- Built analytics dashboards to investigate navigation patterns, segmented by user lifecycle stage; insights directly shaped information architecture decisions.
- Led discovery across major initiatives: user research with power users and external consultants, and competitive audits to benchmark patterns and identify gaps, validating direction and surfacing usability issues pre-launch.
- Contributed frontend code via merged pull requests; copy, layout, and component adjustments in a React codebase.
- Created and owned the product illustration system end-to-end, defined the visual direction, built the production pipeline, and coordinated an external illustrator.

Senior QA Automation Engineer

Mar 2018 – Jul 2022

- Led QA automation strategy and infrastructure for the product engineering organization
- Built and maintained automated test frameworks supporting continuous delivery across the platform

QA Engineer

Feb 2017 – Mar 2018

- Manual and automated quality assurance across web and mobile products

ironSource / Supersonic — Tel Aviv, Israel

Mobile monetization and marketing platform.

QA Engineer

Jan 2016 – Feb 2017

- End-to-end quality assurance for SDK integrations and ad-serving systems

Tel Aviv University

Research Assistant

Aug 2013 – Feb 2014

- Neuroscience research during undergraduate studies

EDUCATION

B.A., Design and Visual Communications

2019 – 2023

Bezalel Academy of Art and Design, Jerusalem. Dean's List, First Year. Completed while working full-time as a QA/Automation Engineer; transitioned into Product Design during the degree.

B.Sc., Neuroscience, Magna Cum Laude

2012 – 2015

Tel Aviv University. Dean's List.

LANGUAGES

Hebrew (Native) · English (Full Professional)