

Sigalit Mualem

Senior Product Designer | UX/UI for Complex Systems & AI Integration

■ Sigalit Mualem - Portfolio  linkedin.com/in/sigalit-mualem  sigalittle@gmail.com  0544918532

Profile Summary

Strategic Senior Product Designer & Design Lead with over 7 years of experience specializing in high-complexity SaaS ecosystems and enterprise B2B products. I specialize in simplifying complex workflows through user-centered design, meticulous research, and close collaboration with Product and Engineering teams. My experience spans end-to-end product design, UX strategy, design systems, analytics, and AI-powered experiences, helping teams transform ambiguous requirements and customer insights into intuitive, production-ready solutions.

Education

UX Research Certification
Technion (2023)

UX Design Certification
Codesigner School (2020)

Graphic Design & UX/UI Certification
HackerU (2017)

Web Development & Coding
She Codes (2016)

Master of Laws (LL.M)
Bar-Ilan University (2015)

Bachelor of Laws (LL.B)
Netanya Academic College (2011)

Skills & Tools

- Leadership & Mentoring:** Empowering UX Maturity, Stakeholder Management, Cross-team Orchestration, Design Advocacy, Customer Feedback Integration.
- Technical & AI:** Claude Code, Cursor, Design-in-Code Workflow, AI-Agent Integration, Gemini & ChatGPT, HTML/CSS.
- Product & Strategy:** Mixpanel (Advanced Analytics), Data-Informed Design, UX Strategy, Product Thinking, Growth Design.
- Design & Research:** Figma & Figma Make, Design Systems-as-Code, Usability Testing Frameworks, User Interviews & Persona Development, Information Architecture.

Languages

- Hebrew (Native)
- English (Fluent)

Work experience

Malanta.ai | Design Lead & Senior Product Designer 2024 – 2026

- Zero-to-One UX Leadership:** Owned the end-to-end UX architecture for an AI-native cybersecurity platform from concept to launch, delivering intuitive prototypes that drove successful client demos and seamless adoption by enterprise design partners.
- Qualitative-Driven Roadmap:** Led deep qualitative discovery through direct customer interviews and usability testing with enterprise stakeholders, translating complex user feedback into core feature definitions and strategic product roadmap priorities.
- AI-Assisted Prototyping & Design-in-Code:** Pioneered direct UI implementation using Cursor and AI agents, cutting design-to-development handoff cycles by ~40% and significantly accelerating feature time-to-market.
- Complex Workflow Simplification:** Designed intuitive AI-agent interactions and information-dense analytical interfaces, empowering cybersecurity analysts to parse high-volume alerts and navigate complex security investigations with reduced cognitive load.
- Cross-Functional Alignment:** Introduced formalized design thinking workshops, weekly critique rituals, and Agile UX ceremonies, establishing consensus between Product Managers, Engineers, and Executive Leadership around user-centered goals.
- Behavioral Foundation:** Built and configured initial Mixpanel behavioral dashboards to establish foundational user tracking, complementing qualitative interview insights with product usage patterns.

Energy Team | Senior Product Designer 2022 – 2024

- Sole UX Owner:** Owned the end-to-end product design and UX strategy across multiple interconnected, mission-critical enterprise SaaS platforms.
- Defense & Government Collaboration:** Partnered directly with Ministry of Defense representatives and high-level operational stakeholders to translate stringent security, operational, and functional requirements into streamlined digital workflows.
- Mission-Critical Interfaces:** Designed data visualization frameworks and operational dashboards optimized for high-pressure environments where interface clarity, efficiency, and usability directly impacted operational readiness.
- Risk Mitigation via Research:** Conducted rigorous heuristic evaluations, iterative usability testing, and field interviews to validate complex operational concepts early, de-risking technical execution before engineering investment.
- Scalable Component Architecture:** Built and maintained a robust design system and UI library across multiple interconnected enterprise modules, ensuring platform-wide visual consistency and speeding up frontend engineering delivery.

Tufin | Product Designer 2021 – 2022

- Enterprise Network Security:** Executed end-to-end UX/UI design for complex B2B network security and policy management SaaS platforms, collaborating closely with Product Managers and core engineering teams.
- Research & Validation:** Led structured user interviews and usability testing sessions with highly technical enterprise users (network administrators, security architects) to refine and simplify multi-step rule-management workflows.
- Component Architecture:** Contributed significantly to the expansion and documentation of the corporate design system, enhancing visual consistency and platform-wide development efficiency.

UX/UI Designer (Freelance) 2017 - 2021
Xperitos Technologies | Rakuten | FSM Ground Services

- Managed end-to-end UX/UI design lifecycles for diverse B2B and B2C digital products, including enterprise web applications, SaaS dashboards, mobile apps, and desktop interfaces.
- Conducted comprehensive qualitative research—including user journey mapping, stakeholder interviews, and persona creation—to align client product visions with actual user behaviors.
- Developed and maintained modular UI component libraries, color systems, and typographic hierarchies for multiple client platforms.

Social Activities

Magen David Adom (MDA) 2022 – Present
Emergency Medical Technician (EMT) & Community Lead

Operate as an active field EMT in high-pressure, time-critical emergency environments requiring rapid decision-making, calm crisis management, and flawless operational execution under cognitive stress.

Woman2Woman (8200 Alumni) & Coda 2020 – 2022
Design Mentor & Product Advisor

Mentored aspiring women designers and tech entrepreneurs, providing structured guidance on UX methodology, portfolio development, and product strategy while fostering community diversity and educational accessibility.