Daniel Motza

Senior Product Designer | UX/UI Designer | Design Lead

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My Portfolio

WORK EXPERIENCE

Senior Product Designer | Team Leader

abra — Jun 2021 - Present

- Lead end-to-end product design processes across a wide range of projects, from discovery and user research through information architecture, flows, wireframes, prototyping, UI design, and delivery.
- Design solutions for complex systems in Cybersecurity, ITSM, MRO, and additional B2B environments, balancing user needs, business goals, and technical constraints.
- Conduct user research and usability testing to identify pain points, validate concepts, and refine product decisions based on evidence rather than assumptions.
- Collaborate closely with product managers, developers, and stakeholders to define problems, prioritize opportunities, and deliver high-quality user experiences.
- Facilitate design thinking and cross-functional workshops that improve alignment, accelerate decision-making, and strengthen product direction.
- Lead and mentor multidisciplinary design teams, fostering a collaborative, feedback-driven, and high-standard design culture.
- Build and evolve design systems and reusable patterns to improve consistency, scalability, and efficiency across products.
- Integrate AI tools and AI-first workflows into the design process to support faster research synthesis, ideation, content drafting, and more productive design operations.

UX UI Designer

MyGenes Ltd — 2019 - 2021

- Led design work for the company's flagship digital product, with a focus on improving usability, clarity, and cognitive accessibility.
- Worked closely with clients, end users, developers, product managers, and domain experts to define requirements and translate them into effective design solutions.
- Created user-centered flows, wireframes, prototypes, and interfaces that supported both user needs and business objectives.
- Contributed to product direction and roadmap discussions, helping shape design decisions that supported market readiness and product adoption.
- Promoted a research-based design approach through user understanding, feedback loops, and continuous iteration.
- Helped bridge communication between business, product, and development teams to ensure smoother execution and better design outcomes.

About me

Product Designer and Design Lead with experience designing end-to-end digital products across B2B, B2C, and enterprise environments. Skilled in turning complex requirements into clear, scalable, and user-centered experiences through research, interaction design, prototyping, and cross-functional collaboration.
Combines strong product thinking with hands-on execution across the full design lifecycle, while bringing an AI-first mindset to improve research, ideation, productivity, and team efficiency.

Skills

User Experience | User Interface | User Research | Usability Testing | Design System | AI | Wire Framing | Prototyping | Responsive Design | Accessibility | User Flows | A/B Testing | Personas | Information Architecture | Benchmark | Motion Design | Web Design | Marketing

Softwares

Figma products | Claude | Chat GPT | Base 44 | Jira | Monday | Hotjar

Education

- "Netcraft academy" - UI.
- "Netcraft academy" - UX.
- "John Bryce" - Graphic Designer.
- “Arieladler” - Typography for designer

Languages

- Native Hebrew
- High level English