

Aviv Etgar

SENIOR PRODUCT DESIGNER (UX/UI)

Senior Product Designer with 10+ years of experience designing complex, scalable B2B SaaS platforms and data-rich systems across cybersecurity, AI, and enterprise domains. I bridge technical logic with user-centered design, leveraging an engineering background to simplify complex workflows and drive scalable product strategy in Agile environments.

WORK EXPERIENCE

Senior Product Designer/ XM Cyber (2026–Present)

- **Core UX & Navigation:** Rapidly onboarded to lead the navigation redesign and design workflows for system config and third-party integrations, including Workato.
- **Complex Data & AI:** Redesigned heavy data tables with optimized behaviors for single and bulk actions, while integrating AI capabilities into existing workflows.

Senior UI/UX Designer/ SundaySky (2021–2025)

- **AI & Enterprise UX:** Led end-to-end UX for enterprise-scale AI tools, including Copilots and Generative Image systems.
- **B2B Product Lifecycle:** Owned the full design cycle from discovery and research to post-launch analysis and performance-driven iteration.
- **Design Systems:** Integrated complex features into a scalable Design System to ensure cross-product consistency.
- **Cross-Functional Strategy:** Partnered closely with Product, Engineering, and Analytics to translate technical constraints into intuitive UX.

UX Designer/ Autodesk (2020–2021)

- **Multiplatform Design:** Delivered cross-platform features for AutoCAD Mobile (Web/iOS/Android).
- **Data Visualization:** Translated complex architectural and spatial datasets into clear, high-fidelity cross-platform UX solutions

UX/UI Designer & Product manager / Freelance (2017–2020)

- **Enterprise Solutions:** Designed B2B SaaS platforms for healthcare and AI-driven sectors. i2X, Talea, 4Scotty
- **Product Roadmap:** Conducted research and testing to drive the product strategy for global startups.

UX Designer / UI Human Factor Ltd. (2015–2017)

- **Cyber & Enterprise UX:** Designed data-heavy SOC dashboards and enterprise workflows for clients like SAP Israel, NICE and CyberInt.

Portfolio

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EDUCATION

2016, 2018 | Certification

UI/UX Design

CAREERFOUNDRY, BERLIN
UI HUMAN FACTOR, TLV

2008-2013 | Bachelor degree (B.Sc.)

Industrial Management Engineering

SHENKAR COLLEGE

2005-2008 | Certification

Music Composition

RIMON, BPM COLLEGE

SKILLS

Product & Systems

B2B Enterprise SaaS, Cybersecurity, Complex Workflows, AI & Human-AI Interaction, End-to-End Product Design, Cross-functional Collaboration

Research & Data

Qualitative & Quantitative Research, Heuristic Evaluation, Data Analysis, FullStory, Pendo

TOOLS

Figma, FigJam, Design Systems, Information Architecture, Jira, Confluence
AI Workflows: ChatGPT, Claude, Gemini, Figma Make