

# Rotem Pinkas

## Senior Product Designer

B2B SaaS | Enterprise UX | Cybersecurity | AI-Assisted Design

Location: Thailand | Remote

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## Professional Summary

Senior Product Designer with 15+ years across product design, user experience (UX), user interface (UI), and digital design. Experienced in complex B2B SaaS and enterprise cybersecurity products, with strengths in end-to-end UX/UI, interaction design, and Figma design systems. Partners with product managers, engineering, and DevOps from concept through release. Regularly uses Figma Make, the Figma agent, and OpenAI Codex in current design practice.

## Core Skills

AI-assisted design: Figma Make, Figma agent, OpenAI Codex; regular hands-on use.

Product design: UX strategy, product thinking, user flows, information architecture, interaction design, wireframing, and prototyping.

Enterprise UX: Cybersecurity products, complex systems, dashboards, admin panels, and data-heavy interfaces.

Design systems: Figma components, variants, Auto Layout, styles, design tokens, UI libraries, and developer handoff.

Delivery: Cross-functional collaboration, stakeholder communication, design reviews, release support, and remote teamwork.

## Professional Experience

### Senior Product Designer

Check Point Software Technologies Ltd. | Tel Aviv | 2022-2025

- Owned end-to-end UX/UI for complex enterprise cybersecurity product areas, from UX strategy and user flows to high-fidelity UI, developer handoff, and release support.
- Designed and managed 5+ SaaS product experiences, partnering with product managers, developers, and DevOps teams on monthly release cycles.
- Built and maintained Figma design system foundations spanning components, variants, typography, color, iconography, and reusable interaction patterns.
- Supported designers and developers in applying shared UI patterns and translated technical requirements into production-ready experiences.

### Senior Product Designer and Front End

Nemesysco Ltd. | Kadima | 2015-2022

- Designed UX/UI for complex acoustic signal-detection and analysis systems, translating intricate workflows into usable product interfaces.
- Built and launched responsive WordPress websites and pages using Elementor.
- Led website design and rebranding, with supporting landing pages, email campaigns, digital advertising, and print materials.

## Professional Experience Continued

### UI/UX Designer and White Label Project Manager

TGS Israel / TravelHoldings USA | Petach Tikva | 2012-2014

- Managed and designed U.S.-based digital projects from initiation to production, working directly with executives and stakeholders in the United States.
- Led web and product projects for global clients including Sam's Club and AAV, translating requirements into websites, HTML pages, and digital experiences.
- Managed timelines, stakeholder communication, design delivery, and production handoff; collaborated with Sales and used BI insights to support marketing decisions.

### UI/UX Designer and Projects Manager

NEKUDA | Binyamina | 2011-2012

- Led UX/UI and project delivery for company clients, including startup products and new app experiences across industries.
- Built and optimized websites and delivered SEO strategies to support visibility and performance.

### Web Projects Manager and Team Leader

WEB3D | Haifa | 2010-2011

- Led a team of five and coordinated remote freelancers across web and app projects, overseeing planning, client support, budgets, and delivery.
- Managed long-term client engagements including YES Planet and Land Rover.

### Web Graphic Designer

ADACTIVE | Haifa | 2010

- Designed websites, landing pages, banners, and social content; supported SEO campaigns, Facebook advertising, and business-page optimization.

## Education

Netcraft Academy | Usability and User Experience | Tel Aviv | 2015

Sapir College, School of Practical Engineering | Multimedia and Design | 2008-2010

## Tools

AI: Figma Make, Figma agent, OpenAI Codex

Design and web: Figma, FigJam, Adobe Creative Suite, WordPress, Elementor, HTML5, CSS3

## Languages

Hebrew: Native | English: Fluent written and spoken

## Military service

Officer | 2003-2005