

Sr. Product Designer & UX Architect

T: +972 (0) 54420 8357 - M: leon.penko@gmail.com - li: [linkedin.com/in/leonpenko/](https://www.linkedin.com/in/leonpenko/) - P: [leonpenko.com](https://www.leonpenko.com)

ABOUT ME

Sr. Product Designer & UX Architect with 15+ years in complex B2B SaaS systems, known for turning complex workflows into elegant, scalable solutions that users love. I combine deep UX research, strong product thinking, and end-to-end design ownership – with AI-driven workflows that ship results faster than traditional methods allow.

SKILLS

Constantly evolving with emerging tools, AI-driven workflows, and modern methodologies to accelerate delivery and maintain design excellence.

/ PRODUCT & UX

- Human-Centered Design (HCD)
- Double Diamond Framework
- UX Research
- Rapid & High-Fidelity Prototyping
- Usability Testing

/ AI & AUTOMATION

- A/B Testing & Behavioral Analytics
- AI-Driven Figma Automation
- AI Workflow Design & Automation
- Rapid Prototyping without Engineering

/ STRATEGY, DELIVERY & COLLABORATION

- Product Strategy
- Sr. Product Management Skills
- PLG Strategy & JTBD Frameworks
- Customer Success Alignment
- Cross-Functional Collaboration

EXPERIENCE

Product Design & UX Consultant / Independent Projects

Balanced family caregiving with selective freelance engagements – using the period to go deep on complex domains and AI-driven design

JUN. 2024 - PRESENT

- Owned end-to-end design for complex B2B products across new technical domains - from user research and ideation through high-fidelity delivery, using AI to accelerate iteration and validate decisions in real time.
- Improved UX of a resource management game by refining core flows and HUD clarity leveraging AI-driven prototyping to iterate faster without manual pixel work
- Built and refined AI-assisted design workflows, including controlling Figma directly through Claude to automate end-to-end design updates across files

Totango / Lead Product Designer

Totango is a Customer Success platform helping B2B companies prevent churn, drive growth, and maximize customer revenue.

JAN. 2021 - APR. 2024

- Reduced onboarding time by 30% through role-based, self-guided UX flows.
- Improved platform adoption by overhauling the design system and simplifying UI patterns.
- Drove ongoing design system redesign and maintenance, ensuring component consistency, accessibility, and scalable implementation across teams.
- Increased workflow efficiency by up to 70 % via AI-driven UX solutions.
- Led UX research initiatives including user interviews, usability testing, and A/B testing - using data-driven decisions to identify pain points, validate concepts, and measure usability impact.

Source Defence / Sr. Product Designer

Source Defense is a cybersecurity company specializing in client -side website protection and data security.

JAN. 2019 - SEP. 2020

- Led UX redesign of the core platform through research, data insights, and iterative design, improving engagement and efficiency.
- Functioned as design lead, aligning engineering, marketing, and sales around customer-centric goals.
- Built scalable UX processes and documentation to ensure design consistency and team alignment.

EDUCATION

Bezalel Academy of Arts & Design

2004 - 2009

B.Des, Visual Communication

STRENGTHS

Collaborative Team Player

Works effectively across teams, bringing clarity, empathy, and strong communication to complex product discussions.

User & Outcome Advocate

Translates customer needs and business goals into clear, actionable design decisions.

Quick & Adaptive Learner

Quickly masters new tools, AI workflows, and methodologies; excels in dynamic environments.

Data-Driven Decision Making

Uses analytics, experiments, and measurable impact to guide prioritization and validate design choices.

Efficient & Operationally Minded

Improves workflows, reduces friction, and optimizes engineering/designer cycles for maximum product velocity.

Strategic Ownership

Brings end-to-end ownership mentality, aligning product, design, and business objectives.

LANGUAGES

ENGLISH - Proficient**HEBREW** - Native**RUSSIAN** - Intermediate

MORE EXPERIENCE

Ideo Digital / Head of Design

Ideo Digital is an R&D and UX agency delivering digital solutions for startups and government projects.

NOV. 2017 - NOV. 2018

- Managed and mentored a hybrid team of 3 designers, leading UX strategy and creative direction across projects.
- Partnered with R&D teams to design responsive web products and digital assets for government and tech clients.
- Collaborated with executives on budget, effort analysis, and project planning to align design strategy with business goals.

Wizecare / Lead Product Design & Product Manager

WizeCare is a digital health platform that enables physical therapists and patients to manage remote rehabilitation through AI-guided motion tracking and personalized treatment plans.

JAN. 2016 - AUG. 2017

- Directed product design across WizeCare's multi-platform ecosystem.
- Collaborated with the CEO and stakeholders (clinics, therapists, patients) to define features and deliver an MVP successfully launched to market.
- Designed modular, reusable UI components to accelerate development, improve consistency, and simplify onboarding in a resource-limited startup environment.

Netcraft / Project Lead, UX/UI Designer

JAN. 2014 - NOV. 2015

- Led most complex UX/UI design projects, driving strategic vision through client meetings from concept inception to onboarding, and contributing to winning tenders.
- Empowered a team of new designers by providing UX/UI mentorship, ensuring seamless client interactions across diverse projects.

Product Design & UX Consultant / Independent Projects

NOV. 2009 - DEC. 2013

- Founded Studio Pop, a product design consultancy for web and digital platforms
- Delivered UX strategy, ideation workshops, and end-to-end product design.
- Collaborated with clients and external partners to deliver high-impact, user-centered solutions.