





Riki Weinberg

UX/UI Product Designer

PROFILE

UX/UI Product Designer with experience designing complex, information-rich digital products from research to high-fidelity execution. Skilled in translating user needs into scalable and intuitive experiences through strong product thinking, design systems, and AI-assisted workflows. Combines visual precision with independent execution and cross-functional collaboration to deliver clear, user-centered solutions.

CONTACT

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-  [LinkedIn](#)
-  [Portfolio](#)

CORE SKILLS

Product Design: UX/UI Design, User Flows, Information Architecture, Responsive Design
Research & Strategy: User Research, Design Systems, Prototyping, Micro-Interactions
AI & Workflow Tools: AI Workflows in Figma, Design-to-Code
Visual Design: Visual & Brand Design

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer – 2025–Present

First Phone

- Kosher Mobile Phone – First Phone Designed UI under strict technical constraints for a new kosher device, collaborating with hardware manufacturers

Casino App - Shaya.S Technologies

- Designed responsive mobile and desktop experiences in Light & Dark Mode
- Built scalable design systems and reusable UI components to improve consistency and accelerate design iteration across mobile and desktop experiences.
- Created interactive prototypes and collaborated closely with stakeholders in fast-paced sprint environments, balancing usability, technical constraints, and delivery timelines.

Municipal App- Kiryat Gat

- Led end-to-end UX/UI for a city app – 80,000 residents, 6 modules, 60+ screens
- Simplified complex municipal services into intuitive user flows, improving accessibility and clarity across multi-step interactions.

Brand & Visual Designer - Self-employed, 2016–2024

- Simplified complex municipal services into intuitive user flows, improving accessibility and clarity across multi-step interactions.
- Design Lecturer in Visual Communication – mentored students through full project cycles

SELECTED UX PROJECTS

Mashov - Attendance System Redesign (Academic, 2024)

- Full UX research sprint: interviews, surveys and user journey mapping
- Redesigned daily flow for a system used by 1M+ users across Israel

WhatsApp AI Translation Feature (Academic, 2024)

- Conducted user research and journey mapping to understand user pain points
- Designed full UI flow based on real insights and empathy-driven decisions

Tools:

Figma · Claude Code MCP
Photoshop · Illustrator · InDesign · AI
Tools in Design

Skills & Methods:

Mapping · Design System ·
Prototyping · Micro-Animations ·
Information Architecture
Agile / Sprints · Design-to-Code
User Research

Education:

2024 - UX/UI Certificate, Siur Mochot
2024 - Siur Mochot, Complex Systems UX/UI
2014 - Senior Teaching Certificate
2014 - Graphic Design Certificate

Languages: Hebrew -Native · English - Professional