



Raz Lev

Herzliya, Israel

Lead Product Designer with **8+ years of hands-on experience** leading products from strategy to execution across enterprise and **AI-powered platforms**. Driven by curiosity, I uncover what people truly need, bring clarity to complex problems, and create experiences that feel simple and intuitive. I believe the best products are built around real human needs.

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 [/razlev](#)

Experience



Lead AI Product Designer – Alison.ai

2024 — Today

Leading product design strategy and owning end-to-end design for an AI-powered creative intelligence platform, transforming complex AI capabilities into intuitive, actionable experiences.

Hands-on builder. 0→1 thinker.

Spearheaded major redesigns, including Preflight (AI creative validation) and Video Gen (AI video generation), shaping product direction through user research, usability testing, and cross-functional collaboration with Product, Engineering, and AI teams.

Driving AI-native design and prototyping directly in code, leveraging AI agents and automation to accelerate iteration and product delivery.



Senior Product Designer Lecturer & Mentor – Triolla

Present (Ongoing)

Lecturing on Product Design at Triolla Product UX/UI Studio Design Academy, sharing hands-on tools, real-world insights, and a lot of passion with the next generation of designers.



Lead Product Designer | Vectorious Medical Tech

2022 — 2024 [Successfully acquired for \\$497M](#)

Sole Product Designer for an implantable cardiac device platform for HF patients, leading product strategy and end-to-end design. Transformed complex clinical workflows into intuitive products that improved patient outcomes and drove business impact.

Brought in to redesign a medical platform **facing critical usability challenges**. Led product strategy, research, and end-to-end design **achieving a 95% user success rate** and helping position the company for a \$497M acquisition.

Data-Driven Insights: Directly performed extensive user research and usability testing across 10 countries and 110 sites in Europe and the US, establishing the company’s first analytics framework.



Product Designer | Matrix

2021 — 2022

Led end-to-end design for multiple mobile & web projects, from prototype to launch.

Experienced in public and government sectors, working with clients like the Ministry of Health, Maccabi, Sheba, IDF, Rafael Advanced, Cloud Security, SOC, Harel Group, and more.

Collaborated with Intel, IBM, closely with PMs, developers, and designers to deliver impactful solutions. Mentored junior designers and drove UX excellence.



Product Designer | Colu, Tel-Aviv

2020 — 2021

User experience consulting, Prototyping and designing Colu’s app.

Leading a design project.



UI.UX Designer | Google (Shecodes), Tel-Aviv

2019 — 2020

Prototyping and redesigning Shecodes website in Israel.

Education



Shenkar – Engineering. Design. Art.

UI.UX Design 2019 –2020 [Graduated with honors](#)



Employee Management course

Jhon Bryce – 2021



Graphic & Interactive Design

Mentor College 2017 –2019 [Graduated with honors](#)

Product & Strategy

Product Strategy & Vision
AI-Powered Experiences
AI Agents & Workflow Automation
Complex enterprise UX
Human-AI Interaction
End-to-End Product Ownership
Animation Design
LLMs

Leadership

Cross-functional Leadership
Design mentorship
Scalable design culture
Design systems
Stakeholder Management

Research & Data

AI & Intelligent Systems
Usability Testing
AI feature conceptualization
Behavioral Analytics
Psychographic Segmentation
Qual & quant research
Accessibility-first design
Stakeholder Collaboration
Personalization Engines

Military Service

Classified Unit

2012–2015

The central classified unit for Special Investigation

Completed military service with distinction, recognized for high performance and commitment to excellence.