Ofir Tamir

Product Designer & Builder

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Profile

Product Designer (UX/UI) with 12 years in design, almost 10 at Wix.com, owning conversion-focused journeys end to end. Systems-level product thinking and UX, backed by a pixel-perfect eye for UI craft.

Core strengths: problem discovery, product research, design systems and building live products, AI agents and internal tools with AI, partnering closely with product and engineering.

Skills

Design Expertise

Problem Discovery, Product Research, UX/UI, User Flows, Wireframing, Prototyping, Interaction Design, Information Architecture, Design Systems, Data-Informed Design.

Building with AI

Building and shipping live sites with Claude Code & GitHub (incl. my portfolio, ofirtamir.com), AI agents, internal tools, dashboards and automations, AI Prototyping.

Tools & Platforms

Figma, Claude Code, Cursor, GitHub, Framer, Figma Weave, Midjourney, Photoshop, Illustrator, After Effects, Jira, Monday, Slack, Wix

Languages

Hebrew (Native), English (Fluent).

Professional Experience

2017 - 2026 **WIX.COM**

Senior Designer | Product & Brand 2022 - 2026

- Owned the UX/UI for the Wix Domains revamp, a conversion-critical purchase journey, from research to launch with PM, engineering and SEO. Designed every post-launch A/B test variant, from component size to emphasis, and shipped the winners, lifting conversion.
- Led Marketing Studio's design system, adopted across the studio, cutting page production from days to hours.
- Introduced AI workflows across the studio: prototyping, design system reviews, web visuals and copy.
- Mentored designers, in-house and at Wix Playground Academy, on user flows, structure and visual hierarchy.

E-commerce Web & Brand Designer 2019 - 2022

- Defined the visual language of Wix Stores, a core product in a competitive global market, later extended across Wix's e-commerce pages.
- Led web and brand design for Wix Stores product marketing pages, campaigns and promotional assets.

Marketing Designer 2017 - 2019

- Led brand and marketing design across Wix's global acquisition channels: web, email, campaigns and video.
- Created the visual language for Wix's Sagmeister & Walsh campaign across web, email and video.

2016 - 2017 **YOTAM BEZALEL STUDIO**

Web & Brand Designer

Shaped brand identities, visual systems and web concepts for clients within a boutique creative studio.

2015 - 2016 **PROMARKET**

Marketing Designer

Led digital and commercial brand design for The Coca-Cola Company across campaign, promotional and print materials.

Education & Courses

Aug 2026 **Design to Code for Product Designers** | Design AI

Jul 2025 **Product Design Foundations** | Wix.com

2011 - 2015 **BA, Visual Communication** | Minshar School of Art

2011 - 2015 **BA, Humanities & Social Sciences** | The Open University