

Amit Kedem | UX/Product Designer

UX/Product Designer specializing in complex B2B SaaS platforms, data-heavy dashboards, and operational systems. I translate technical requirements and complex workflows into clear, intuitive, production-ready experiences. I work AI-natively, with orchestrated AI tools embedded in my daily workflow, continuously evolving the way I design alongside the latest advances.

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15 Rashi St, Ramat Gan, Israel

Professional Experience

Otus/Atmos · Lead Product Designer

Mar 2025 - Apr 2026 · Raanana, Israel

- Designed data-heavy B2B platforms and operational workflows, turning real-time detection data and complex requirements into clear dashboards, UX flows, and production-ready interfaces.
- Advanced the company's AI adoption by embedding orchestrated, AI-native workflows into daily design and development, while building a scalable production design system.

YKM · UX/UI Designer

Sep 2023 - Mar 2025 · Raanana, Israel

- Designed B2B web applications and internal systems for multiple clients, translating business requirements into scalable user flows, wireframes, and production-ready interfaces.
- Collaborated directly with clients, product stakeholders, and developers to simplify complex workflows and deliver intuitive user experiences across multiple products.

Freelancer · Product Designer

May 2023 - Sep 2023 · Israel

- Designed digital products for startups and small businesses, translating business goals into intuitive user experiences from discovery through final delivery.
- Partnered directly with founders and stakeholders to define product requirements, user flows, and scalable interface solutions across web platforms.

Freelancer · Stage Lighting Designer

Apr 2021 - May 2023 · Israel

- Designed and operated lighting for live events, collaborating with artists, production teams, and clients to create engaging audience experiences.
- Managed planning, coordination, and on-site execution in fast-paced production environments.

Education

Netcraft Academy

March 2022 - May 2023 · Israel
UX/UI Design Program

Skills

UX/Product Design
Complex Systems & Data-heavy UX
Operational Workflows
Interaction Design
Information Architecture
Design Systems
AI-native Design & Prototyping
Cross-functional Collaboration

Software

Figma
Cursor & Claude AI
AI-native design workflows
React / Next.js (working knowledge)

Languages

Hebrew (Native)
English (Fluent)