



Lihi Sirota

Product Designer (UX/UI)

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A creative product designer with experience in delivering user-focused solutions for leading companies like **Fiverr** and **Wix**. Passionate about solving complex challenges in a collaborative and agile work environment.

Experience

May 2024 - Feb 2025 (10 mos)

Product Designer at Wix.com - Website-Building Platform

- Enhanced the Wix Payments onboarding experience, a product enabling users to accept and manage payments directly on their Wix websites. Simplifying complex processes and improving the experience for new and existing users, improving activation and user retention.
- Creating interactive prototypes and maintaining an ongoing feedback loop with users to ensure the design met their needs and expectations, driving continuous iteration and improvement.
- User Research & Flows: Conducting user research, and developing user flows to inform design decisions, ensuring solutions are both intuitive and efficient.

Feb 2020 - May 2024 (4 yrs 4 mos)

Product Designer at Fiverr.com - E-commerce Platform for Freelance Services

- Improved Seller Plus and Promoted Gigs paid programs for sellers, enabling sellers to boost visibility and optimize performance, driving a 13% revenue increase in related features.
- Partnered with Data Science, R&D, and Marketing teams to create data-driven designs, contributing to a 15% increase in seller engagement.
- Designed and launched Fiverr Agencies, creating a new entity product page from the ground up. Successfully delivered this high-stakes project on time, overcoming tight deadlines and evolving requirements, earning recognition from leadership for adaptability and execution.
- Improved Seller Experience: Streamlined workflows and enhanced usability for key seller tools, resulting in a 12% reduction in feature-related support requests.
- Utilized user testing and A/B testing methodologies to ensure an optimal user experience.

Aug 2021 (1 month)

Microsoft UX-UI Student Internship

- Worked on a UX/UI case study for the Microsoft 365 Defender cyber security product.
- Applied design thinking and research methodologies to tackle real-world user challenges.
- Designed intuitive, efficient user experiences for complex cyber security tool, enhancing usability and accessibility.

Education

2017 - 2022

Visual Communications Degree

Shenkar College of Engineering, Design and Art, Israel

Apr 2020 - Jul 2020

Student Exchange Semester

Weißensee Kunsthochschule Berlin, academy of art and design, Germany

Skills and Programs

- Creativity
- Design Thinking
- Critical Thinking
- Storytelling & Presentations
- User Testing
- A/B Testing
- Prototyping (Figma)
- Mixpanel
- Jira
- Fullstory

Languages

English - Fluent

German - Elementary (A1 Level)

Hebrew - Native