

LIRON ZANGI

Product Manager &
Senior Product Designer
[Portfolio](#)

Portfolio: lironzangi.com

Contact

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Harish

Skills & Expertise

Product & Strategy

- Product Ownership
- PRD Writing & Strategy
- Dev & Stakeholder Management
- Conversion Rate Optimization (CRO)

Design & UX

- UX Characterization & Flows
- High-end UI & Visual Identity
- Design Systems & Prototyping
- Mobile-First & Responsive Design
- Usability Testing

Tools & Tech

- Figma, Sketch & Adobe Suite
- Web Technologies (HTML/CSS)
- AI-Assisted Design / Product workflows

Professional Experience:

2025 - Aero-Plan

Product Manager and UX & UI Product Designer

for a firm specializing in medical aviation logistics for insurance companies, airlines, and private clients. Led the company's two flagship products, managed development cycles, and implemented conversion-oriented features in direct collaboration with executive leadership:

- **Aero-Plan (B2B Marketplace):**
 - Led the Product Management and Redesign of a complex legacy booking system (est. 2013), transforming it into an advanced medical and aviation logistics platform.
 - Defined a new visual language, managed the development team, and provided real-time solutions for logical and operational bugs.
 - Optimized workflows by integrating Generative AI tools to enhance the precision of product characterization and interface design.
- **MyMedFlight (B2C Marketing & Product):**
 - Conceptualized and redesigned the platform, shifting from a heavy form-based system to an intuitive, mobile-first medical flight search experience.
- **Marketing & Visual Design:**
 - Managed the company's visual brand identity, including LinkedIn presence, professional press articles, and the design of complex medical and aviation print assets.

2025 - DeeDz

Product Design & Branding

- Developed the branding and visual identity for a Digital Assets.
- Characterized and built a new feed within an existing interface, created a clean geometric logo, and enhanced user experience in coordination with project stakeholders.

2019 – 2024 | Bank Hapoalim

Leading Product Designer - Business Banking Division

Led the UX/UI for three strategic flagship products serving millions of daily users: The Business Website, Business App, and Trade One (Capital Markets).

- **Strategic Leadership:** Spearheaded a comprehensive Redesign of the Business Website—a personal initiative that gained executive board approval and is currently in its final launch phase.
- **Creative Problem Solving: Resolved** complex experience challenges under tight deadlines, creating delightful interfaces that drive business growth.
- **Validation & Research:** Validated design solutions through user research and usability testing to ensure a precise and data-backed user experience.
- **Cross-functional Collaboration:** Collaborated daily with developers, product managers, and marketing departments to plan and develop user-centered products.

2018 – 2019 - Matrix Experience

Leading UI Designer

Led design processes for complex, multi-platform systems (Mobile, Desktop, and Enterprise systems) for strategic clients.

- **Research to Execution:** Created design concepts and accompanied projects from the initial research phase to the final product (End-to-End).
- **Interactive Prototyping:** Built interactive prototypes to demonstrate design solutions and product vision to key stakeholders.
- **Development Handoff:** Provided precise guidelines and closely mentored development teams to ensure perfect implementation of the user experience.

Education

- **2019 – 2020:** Web Master Development (HTML5, CSS3, JS), John Bryce College.
- **2017 – 2018:** UI/UX Design, Shenkar Academy.
- **2014 – 2015:** UI Design, Tafnit College.
- **1997 – 2000:** Visual Communication & Graphic Design, The Technion - Israel Institute of Technology.