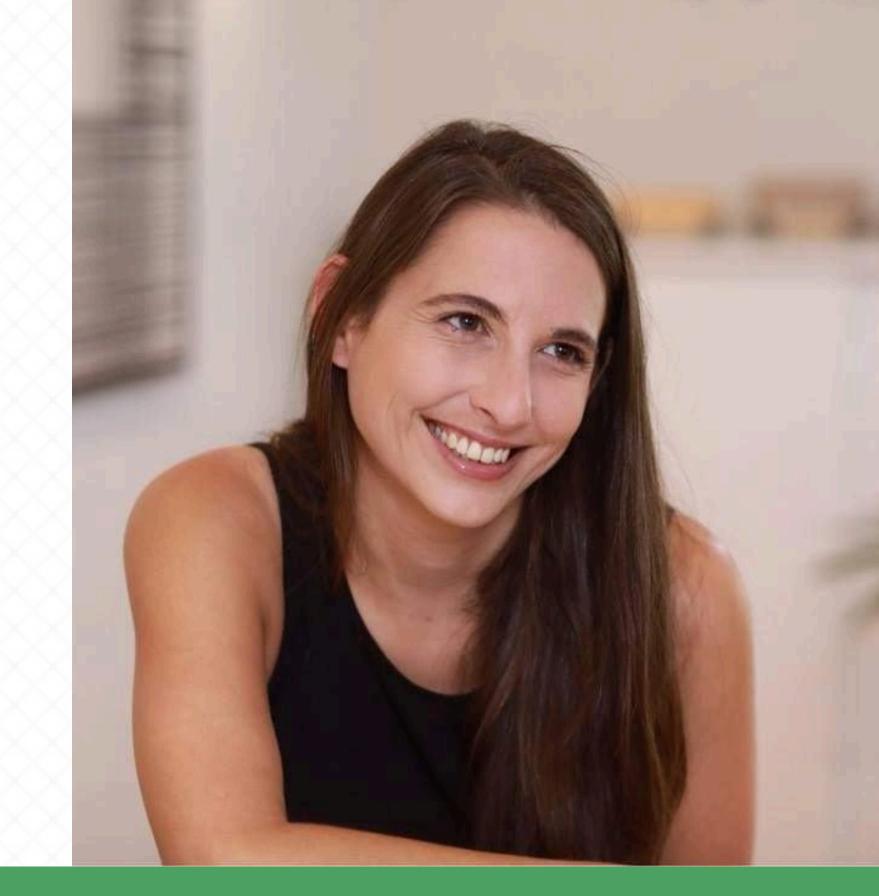# Lital Bar - Product Design Team Lead

📧 litalbar78@gmail.com | 🌐 litalbarportfolio.com | 📱 052-3085156

Experienced product designer with a strong UX/UI foundation and a proven record of leading design initiatives that drive business results. I've led cross-functional teams, managed complex design processes end-to-end, and delivered user-centered solutions across fintech, healthtech, SaaS, and eCommerce. My approach combines strategic thinking, hands-on execution, and deep collaboration to create products that are intuitive, scalable, and purpose-driven. I foster a design-first mindset that balances innovation with optimization—always keeping users and outcomes at the center.

2024 – Present

Captain Credit – Senior Product Designer

Led the end-to-end redesign of core product experiences, resulting in a 40% increase in onboarding conversion. Collaborated closely with product, marketing, and development teams to define new features and optimize user flows across web and mobile. Delivered design solutions grounded in user insights and aligned with business KPIs.

2023 – 2024

Apomeds – Design Team Lead

Managed and mentored a team of designers while leading UX initiatives to boost user engagement and conversion. Defined design strategies, created scalable features, and established a unified visual language across product and marketing. Worked closely with stakeholders to ensure alignment and execution quality.

2022 – 2023

Worthy – Senior Product Designer

Conducted user research and usability testing to inform feature design across both buyer and seller platforms. Delivered intuitive product flows that improved task success and user satisfaction. Worked closely with PMs and devs in agile sprints to implement data-driven improvements.

2020 – 2022

Tech Marketing – Design Team Lead

Led the design of complex SaaS systems and web products. Defined UX strategies, built reusable components, and collaborated with cross-functional teams to align UX direction with technical and business goals.

2018 – 2020

Marcomit – Senior UX/UI Designer

Ideated, designed, and refined web and SaaS applications with a focus on clarity, usability, and scalability. Delivered polished, developer-ready designs and participated in product planning and design system creation.

2013 – 2018

We Build It – Senior UX/UI Designer

Designed web applications and digital products with a strong focus on user-centered design, consistency, and simplicity.

Skills & Tools

Design Tools:

Figma, FigJam, Adobe Creative Suite, Zeplin, InVision, Miro, HTML/CSS, AI-based design workflows, Notion, Monday

Methods & Strengths:

Design systems, UX strategy, data-driven design, user research & testing, prototyping, design thinking, usability optimization, accessibility, cross-functional collaboration, agile workflows

Leadership & Collaboration:

Team mentoring, design critiques, stakeholder alignment, product strategy, sprint planning, developer handoff, working with product & R&D, Marketing and creative.