

# Chen Digmi

## Product Designer | UX Strategy | Design Systems

### About me

A Product Manager and UX/UI Designer with 3+ years of experience leading end-to-end design processes in enterprise and SaaS environments. Curious, driven, and quick to learn, I am at my best facing a new challenge - a multidisciplinary, out of the box thinker and a proactive self-starter who takes initiative beyond what is asked. I turn complex problems into creative solutions and partner closely with product and engineering teams to drive measurable impact, higher adoption, improved conversion, and design systems that scale.

### Skills

#### Product Design:

Figma, Design Systems, Interaction Design, Prototyping, Wireframing  
UX Research & Experimentation

#### UX Research & Experimentation:

User Interviews, Usability Testing, A/B Testing, Heatmaps, Google Analytics, SQL (basics), Excel

#### AI-Driven Design & Research

Claude, ChatGPT, Figma Make, Midjourney, Prompt Engineering

#### Product & Collaboration


Agile, Roadmapping, Jira, Cross-Functional Collaboration

#### Product & Collaboration

Product & Hardware Design, 3D / CAD Modeling, Visual & Brand Design, Manufacturer

### Contact

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 Chen-digmi

 chen-digmi.com

### Experience

#### Product Manager & UX/UI Designer

Ariel Wimasor (Yaakobi Brothers Group) | 2023 - Present

- Lead a web-based parking & traffic control platform integrated with on-site hardware (LPR cameras, controllers, barriers, payment terminals) end-to-end as sole Product Manager.
- Write detailed specification documents and feature characterizations, turning tender requirements into a clear scope for the engineering teams.
- Manage development in Jira - build and prioritize the backlog, and define sprints, tasks, and delivery scope day-to-day with engineering.
- Define and ship core features, including a multi-level, role-based permissions and user-management system with granular access control.
- Design the product end-to-end dashboard and customer UX/UI, plus the physical entry, exit, and payment terminals (industrial, visual, on-screen) through to a deployed, exhibited product, with a Design System across all touchpoints.
- Run data-driven UX research and experimentation, cutting user friction by 25%, and present directly to clients to turn feedback into product decisions.

#### CSM & Digital Product Specialist

ZAP GROUP | 2022 - 2023

- Managed a portfolio of 20+ enterprise clients, driving 30% growth in product adoption through tailored digital optimization strategies.
- Led user interviews, heatmap analysis, and GA tracking, driving 15% increase in conversions.
- Produced actionable insights via dashboards and storytelling presentations to internal and client stakeholders.
- Bridged insights between customer needs and product roadmap, advocating for continuous iteration.

### Education

#### M.A. in Design Innovation and Entrepreneurship

2019-2021 | College of Management

Focused on product strategy, startup development, and social innovation.

#### B.Ed.Des in Multidisciplinary Education and Design

2015-2019 | Kibbutzim College of Education

Graphic and industrial design, pedagogy, and media.