

Maor Itshak

Product Designer

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About Me

I'm a multidisciplinary designer with over 15 years of experience across product, fashion, and graphic design. I'm curious and enjoy experimenting with products, especially AI-powered tools that enhance creativity and productivity. I care about understanding users and helping them bring their vision to life, pushing products to their limits while maintaining pixel-perfect, intuitive interfaces and attention to detail. I'm a collaborative team player who thrives on learning and challenge.

Professional Experience

Wix.com | Product Designer

[2022 - Present]

nano by Wix AI App Project   [2025 - Present]

A product letting users create and share AI-generated mini apps.

- Designing and building the app from initial concept.
- Led the early brand design and integrated it into the product, shaping a playful, fresh interface with a social-app feel.

Mobile Apps Editor [2023 - Present]

- Designing and maintaining web and mobile editors, combining user and competitor research to enable app creation and customization while improving editor functionality and experience.
- Reviewing designs across teams to ensure platform alignment.

Mobile Apps Growth [2022 - 2023]

- Improved user retention and engagement for Wix's mobile products through data driven design decisions, user research, and iterative experimentation.

Wix Rainbow (Volunteer Role) [2024 - Present]

- Active board member, responsible for Pride events, LGBTQ+ community support, and strengthening team cohesion.

Elad Software Systems | UX / UI Designer

[2022]

Design complex systems and products for multiple customers.

Castro LTD | Menswear Designer

[2017 - 2022]

Designed and developed menswear fashion lines for the Israeli market, conducted trend research, and mentored junior designers.

IDF Spokesperson (Dover Tzahal) | Military Service

[2011 - 2014]

Served as an Art Director and Film Producer, covering Pre-production, Production and Post-production of films.

Education

UX/UI - Professional Certification

Netcraft Academy

[2021]

Bachelor of Design - Fashion

Design Department

Shenkar, College of Engineering, Design and Art

[2014 - 2018]

Diploma - Cinema and Television

Systems

Ort Psagot College

[2009 - 2011]

Skills

Software

Figma, FigJam, Monday, Jira, Miro, Notion, Illustrator, Photoshop, After Effects, Premier.

Conceptual

Product design, Wire-framing, User Research, Analysis, Design System, Prototyping, Concept & Presentations.

Volunteer Experience

Civil Aid, Swords of Iron

[2023 - 2024]

Coordinated emergency relief during the Swords of Iron War with "Bonot Alternativa," developing operational methods and securing donations.

Aguda Hotline

[2024 - Present]

Support LGBTQ community members seeking assistance on issues related to LGBTQ life and gender identity, creating a safe and supportive environment for callers in distress.