

MIKKA RONEN ITZHAKIAN

Lead Product Designer · Design Leadership · AI-Powered Products

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ABOUT ME

Lead Product Designer with 10+ years of experience designing user-centered products, leading design teams and simplifying complex systems. I combine hands-on design with UX strategy, AI and scalable design systems.

EXPERIENCE

Lead Product Designer | Design Team Lead — amp 2026

Role ended with the closure of amp's Israel office

- Led a team of 7 designers: set design direction, mentored team members and contributed to the product roadmap.
- Led hands-on design for the native iOS and Android apps, including user research and the redesign of the AI Chat experience with multimodal capabilities.
- Contributed to B2B product strategy, exploring new opportunities and adapting experiences to business needs.
- Built the core design system and led its implementation with developers; integrated MCP and created a reusable Design Kit for faster AI-powered development with Claude and for marketing needs.

UX Consulting & Mentoring 2022–2026

Attribute AI Acquired by DoiT

- Mentored the team on UX for an AI cost intelligence platform, simplifying complex cost data across teams.

Briya

- Provided product design strategy and brand consulting for a healthcare data and AI platform, with a focus on UX, design workflows, and collaboration between Design and R&D teams.

Lead Product Designer — Gloat 2025–2026

- Led design for Signal and Integrations, simplifying enterprise workflows and enabling self-service data connections.
- Ran user research and usability testing with enterprise customers to improve AI-powered experiences.

Senior Product Designer | Lead — WSC Sports 2022–2025

- Led the design and implementation of the company-wide design system across all products.
- Designed the UI/UX for Clipro (Studio), improving audio rights management, closed captioning and the media library for accessibility and workflow efficiency.
- Led the design of GenAI products, including Article to Video (A2V), with user interviews and usability testing alongside clients such as the NBA and ESPN.
- Designed AI features including AI Commentator and AI Game Summary for Google.
- Led research and design for the CTV (Connected TV) product, creating seamless fan experiences across devices.

Senior Product Designer — StreamElements 2019–2022

- Redesigned onboarding through user research, lifting completion from 1% to 24%.
- Partnered with the Growth team to design and launch features for YouTube streamers, improving engagement.
- Led UX research and strategy for BOSS, an advanced CRM platform for companies and content creators.
- Contributed to the company-wide design system.

Product & Marketing Designer — Woo.io 2017–2019

- Sole designer, responsible for end-to-end product UX/UI and marketing design.

EDUCATION

The Open University – B.A. in Social Sciences (Psychology & Sociology), 2015

Minshar for Art – Visual Communication, 2014 | **Netcraft Academy** – Front-End Development, UI/UX Design, 2016

EXPERTISE

Team Lead | Native iOS & Android | AI-Powered Products | Design Systems | User Research | B2B, B2C & B2B2C