MIKKA
RONEN ITZHAKIAN

Senior Product Designer | Product Design Lead | Design System Expert

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With 10+ years of experience in product design, I specialize in transforming complex challenges into seamless, intuitive experiences. I have deep expertise in SaaS, B2B, B2B2C, and mobile products, designing scalable solutions that balance user needs with business goals. Passionate about innovation, I integrate generative AI into both new and existing products, enhancing engagement and unlocking new possibilities for growth.

Senior product designer | Lead

WSC SPORTS | 2022 - Present

- Lead Product Designer on the Design System squad—managing two designers, collaborating closely with engineering and product teams, and owning the end-to-end UX strategy and design of a scalable system that drives consistency, efficiency, and high-quality user experiences across all products
- Designed the UI/UX for Studio, improving accessibility and workflow efficiency in key B2B features like audio rights and CC.
- Led the design of GenAI-powered products, integrating AI to scale content creation and user engagement.
- Drove the design of the Article to Video (A2V) product, leading user research and collaborating with NBA and ESPN to optimize features for greater content production efficiency.
- Designed AI-driven innovations like AI Commentator and AI Game Summary for Google, shaping the future of automated sports content.
- Led the research and design for the CTV (Connected TV) product, crafting seamless, engaging B2B2C experiences across multiple platforms

Senior product designer

StreamElements | 2020 - 2022

- Led the redesign of the onboarding experience, using user research to identify pain points and optimize the flow. The revamped interface boosted onboarding completion rates from 1% to 24%, significantly improving user retention.
- Led UX research and strategy for BOSS, an advanced B2B CRM platform, refining workflows and usability through user feedback. The improved design empowered both companies and streamers to increase productivity and satisfaction.
- Contributed to the design system team, ensuring consistent and scalable UI patterns across all products, fostering a unified user experience and improving cross-functional efficiency.
- Collaborated with the Growth team to design innovative features for B2B2C platforms, specifically targeting YouTube streamers, enhancing engagement, streamlining workflows, and expanding platform functionality.

Product designer

Woo.io | 2018 - 2020

As the sole designer at Woo.io, I defined the company's design direction, aligning both product and marketing visuals with business goals. I focused on crafting intuitive, user-friendly interfaces that simplified complex workflows. Leading the full design process - from research and wireframing to prototyping—I ensured a seamless and effective user experience that supported both usability and business objectives.

Education

2010-2014	2015	
Design and Visual Communications, Certificate	UI/UX design, Certificate	
Minshar for Art	Netcraft Academy	
2010-2014	2015-2016	
B.A Social Sciences	Front-end development	
The Open University	Netcraft Academy	

Languages

English: Fluent

Hebrew: Fluent