

Noy Gamliel Cohen

Product Designer with 6+ years of experience in digital design, including 2–3 years focused on product design for complex, data-driven platforms. I specialize in translating intricate workflows into intuitive user experiences, combining strong UX thinking with visual storytelling, motion, illustration, typography and branding. Experienced in working on scalable products and design systems, bridging product strategy with thoughtful execution to create impactful user experiences.

EXPERIENCE

Product Designer

Unity technologies Inc. (ironSource) - Tel Aviv, Israel

Feb 2024 - Present

- **Lead end-to-end UX/UI design** for complex, data-driven products used by developers and internal teams, including preview tools and performance-focused revamp initiatives. *(Preview tool, including the Knowledge Center V4 and advanced Performance and Report generators pages).*
- **Driving high-impact features** from conceptualization to delivery within cross-functional teams (Product and R&D), ensuring seamless user journeys across different platforms. *(Creatives tagging, Notifications, User Journey, Test devices, UA platform - MMP, Report generator and Optimizer pages).*
- **Architecting and scaling Design Systems:** Leading the creation of a new design system for the UA platform and contributing to LevelPlay (V1, V3, V4) to ensure visual consistency and development efficiency.
- **Define and deliver scalable components** and patterns, collaborating closely with engineering teams on handoff and actively participating in QA to ensure high-quality, consistent implementation.
- **Bridge the gap between design and code:** As part of the Ad Player team, I designed reusable, performance-driven ad templates for mobile games, collaborating with developers to deliver them via Webflow for efficient and consistent implementation.
- **Iterative Design & Prototyping:** Translating intricate technical workflows into intuitive, interactive prototypes, facilitating stakeholder alignment and user-centered decision-making in an agile environment.
- Work closely with product managers, developers, and stakeholders in an agile environment to translate complex workflows and technical concepts into clear, intuitive user interfaces.
- Self-managed with an ability to prioritize and manage

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TECHNICAL SKILLS

Design: Figma, Webflow, Adobe Creative Suite (After Effects, Illustrator, Photoshop).

CORE COMPETENCIES

Product: UX/UI Design, UX Research, Design Systems.

Prototyping & Motion: High-fidelity prototyping, Motion Design for Product.

Visual: Visual Storytelling, Branding & Identity, Typography, Digital Illustration.

Collaboration: Cross-functional Collaboration (Product, R&D, Marketing), Developer Handoff.

EDUCATION

2014 – 2018 | B.Des. in Visual Communication Bezalel Academy of Arts and Design, Jerusalem. *Recipient of the Ministry of Education Certificate of Excellence.*

2019 | Advanced UI/UX Design Course Studio 6B, Tel Aviv.

Product Marketing Designer

Unity technologies Inc. (ironSource) - Tel Aviv, Israel

Jan 2023 - Feb 2024

- **As part of my role as a Product Marketing Designer, I continued contributing to product design initiatives, including the Preview Tool project, where I was involved end-to-end, and the Knowledge Center revamp.**
- Translated complex product features into compelling visual narratives across multiple digital channels, directly supporting feature adoption and user education.
- Led the visual brand unification during the ironSource and Unity merger, developing and scaling a cohesive visual language for global marketing assets.
- Executed high-scale creative production, delivering 500+ assets and email campaigns reaching over 1 million daily active users.
- Created marketing videos and motion assets to communicate product features and explain complex product workflows in a clear, engaging way.
- Designed strategic growth assets, including banners, emails, landing pages, 1-pagers, illustrations and customer-facing materials for the 'Knowledge Center' documentation, ensuring a seamless transition from marketing to product.

Product Marketing Designer & Illustrator

Anima app - Tel Aviv, Israel

Mar 2020 - Jan 2023

- **Alongside my role as a Product Marketing Designer, I contributed to product design projects, including creating Figma Community templates with sample products to help users explore and learn the Anima plugin.**
- Architected and maintained comprehensive brand systems, including typography, color theory, and illustration libraries, ensuring cross-platform consistency.
- Spearheaded large-scale design initiatives for user acquisition and retention, creating high-performing landing pages, video ads, and social campaigns.
- Bridged the gap between Design and Dev by creating and publishing Figma Community resources, including React-based UI components and interactive patterns.
- Developed pixel-perfect mobile interfaces and prototypes for

AI TOOLS

Gemini

Claude

ChatGPT

LANGUAGES

Hebrew – Native language

English – High-level

Product Designer

Hello studio - Tel Aviv, Israel

Feb 2020 - Mar 2020

- User-centered product designer with experience across mobile apps and complex data-driven systems, known for strong cross-functional collaboration, attention to detail, and delivering high-quality design solutions at scale.
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Visual & Brand Designer

Tinker studio - Remote

Sep 2019 - Dec 2019

- Led end-to-end brand and marketing design initiatives for 10+ companies, creating 500+ digital and print assets—including websites, landing pages, static and animated ads, social media graphics, and brand libraries—ensuring brand consistency and supporting measurable business growth.

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