Alex Avissar Tim

Head of Product Design · Hands-on Design Leader

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PROFESSIONAL SUMMARY

Design leader with 20+ years experience leading product design across SaaS, cybersecurity, HealthTech, and data governance. Track record of building high-performing, distributed design organizations from the ground up — establishing process, tools, culture, and strategy that scale. Equally comfortable presenting to a board and pairing with engineers. Translating complex enterprise requirements into intuitive, commercially successful user experiences.

CORE COMPETENCIES

Design Team Scaling & DesignOps · Design Systems & Governance · UX Strategy & Vision · Executive Communication · Cross-Functional Leadership · B2B / Enterprise SaaS · Design Thinking · OKR-Driven Culture · Regulatory & Compliance UX · AI for Design

EXPERIENCE

Head of Product Design | Platomics GmbH *2024 – 2026 · Madrid / Vienna · Remote-first*

Leading a global design org (designers, UX researchers, copywriters) building SaaS compliance platforms for medical device manufacturers and genetic testing labs.

- Spearheaded UX for a compliance-driven platform, reducing customer onboarding time by 40% and accelerating patient access to certified genetic tests across EU markets.
- Scaled cross-functional design squads across 3 European locations; introduced structured hiring and onboarding playbooks that reduced time-to-productivity.
- Established design governance frameworks and quality standards that enabled the team to ship at greater velocity without sacrificing regulatory fidelity.
- Partnered directly with CEO and CPO to embed design strategy into the company's commercial and regulatory roadmap.

Sr. Manager, Product Design | Houzz *2022 – 2024 · Tel Aviv · Hybrid*

Owned design strategy for the Industry Solutions team — a B2B platform serving interior design professionals across web and mobile in multiple global markets.

- Defined and shipped design strategy for a multi-market B2B platform, contributing to a 15% increase in professional user activation.
- Scaled and mentored a team of 8 designers; improved team retention to 95% YoY through structured 1:1s, career frameworks, and growth plans.
- Led adoption of a unified design system that reduced design-to-engineering handoff cycle times enabling faster iteration across 4 product squads.
- Established a feedback and OKR culture that increased team accountability and cross-functional alignment, measured through quarterly design maturity reviews.

Director of Product Design | BigID *2020 – 2022 · Tel Aviv / New York*

Led UX and design across a multi-product data governance and privacy platform used by Fortune 500 enterprise clients.

- Built a distributed design team of 8+; established shared rituals, design reviews, and async workflows that maintained high output quality.
- Introduced a cross-product design system and micro services, adopted across privacy, data discovery, and security product lines — cutting redundant component work by ~60%.
- Co-created features with enterprise clients through structured workshops, improving average usability scores from 6.8 to 9.0 and task completion scores.
- Ran internal and client-facing design thinking workshops that elevated design maturity across engineering and product orgs.

Principal UX Expert | **Informatica** *2016 – 2020 · Tel Aviv*

Individual contributor and de facto design lead for cloud data governance SaaS platform.

- Led end-to-end discovery, research, and design for a cloud data governance platform adopted by enterprise clients globally.
- Designed AI-assisted UX workflows that reduced manual data classification effort — recognized internally as a key differentiator in competitive deals.
- Established design-to-engineering collaboration workflows that became the team standard, mentoring 3 junior designers through the process.

EARLIER CAREER (2004 – 2016)

12 years of progressive UX and product design roles across Israel, Europe, and global remote environments. Built a foundation in hands-on interaction design, enterprise software, and early SaaS platforms. Key themes: user research, complex data visualization, multi-platform design, and early design leadership.

Full career history available on LinkedIn or upon request.

LANGUAGES

English – Fluent · **Russian** – Native · **Hebrew** – Native · **Spanish** – Conversational (actively improving)

Portfolio

urbansavage.es

Case studies, process work & design leadership writing