

Liat Abadi

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ABOUT ME

With 10+ years as a founding product designer, I've led solo design efforts in startups, collaborating with CEOs and product teams to deliver impactful UX solutions. I thrive in early-stage environments, balancing strategic vision with hands-on execution, driving product success through user-centered design.

PROFESSIONAL EXPERIENCE

Lexense | Dec 2021 - Feb 2025

Founding Product Designer

Owned and managed product design and UX from strategy to implementation, occasionally leading product efforts with the dev team to ensure a cohesive design vision across the client platform and admin interface.

AUI (Augmented Intelligence) | Jun 2019 - Jun 2021

Founding Product Designer

As the first and sole product designer, I led the design strategy for core platforms: the end-user mobile app and agent task management, collaborating with cross-functional teams to execute a user-centric design.

Guesty | Jan 2017 - Jun 2019

Founding Product Designer

Initiated and managed the end-to-end design process for the platform with multiple interrelated sub-platforms. Collaborated with 10+ product managers and dev teams to execute the design vision.

Comedy.com (IMGN Media) | Jan 2014 - Jun 2016

Acquired by Warner Music

Co-Founder, Head Of Design

Created and managed the brand and UX design, leading strategy as the sole designer in a fast-paced startup. Developed a scalable design system aligned with business and user needs.

Unomy | Jan 2014 - Jan 2015

Acquired by WeWork

Co-Founder, Head Of Design

Responsible for brand identity and user experience. Defined the design vision and collaborated with leadership to align business goals with user-centric solutions.

Abadiguard | Jan 2006 - Jan 2014

Owner, Designer

Designed for B2B & B2C startups and large brands, including Better Place, Yokee, and JPEGmini.

EDUCATION

Holon Institute of Technology | 2001 - 2005

B.Design, Visual Communication

Graduated with Distinction, The Faculty of Design Excellence Scholarship, 2001-2005.