

Tomer Greenwald

Sr. Product Designer, combining design, cognitive science, business thinking, dev skills, and AI-driven workflows to create better, data-backed products.

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EXPERIENCE

WSC Sports – Senior Product Designer

FEB 2026 – Present

Designing the asset management platform, enabling sports organizations to efficiently organize, curate, and distribute video content at scale..

Clarity – Senior Product Designer

JUN 2024 – DEC 2025 (Company shut down)

Leading the design of the procurement and order management experience across mobile and desktop. Overseeing the design system to ensure consistency and scalability throughout the product.

Professional Development, Mentoring & Freelance

AUG 2023 - MAY 2024

Studied software development for better design-dev collaboration. Mentored junior designers on UX careers

Walkme – Senior Product Designer

DEC 2021 - JUL 2023

Drove the conceptualization and redesign of the "WalkMe Workstation" mobile app, significantly enhancing the company's product offering.

Established an internal research hub to streamline user research, fostering a culture of data-informed design decisions.

OTORIO – Product Designer

DEC 2019 - DEC 2021

Designed a cybersecurity product and built a scalable design system to support customization and consistency.

Weissbeurger (Acquired by AB InBev) – Product Designer

MAR 2017 - DEC 2019

Designed a cross-platform mobile app in collaboration with product managers, focusing on usability.

3 Bears Studio – Product Designer

AUG 2016 - MAR 2017

Led branding and UI design projects for notable clients, including Ikea and Biopet, enhancing their digital presence and user engagement.

EDUCATION

The Open University Israel Communication Arts & Digital

OCT 2014 - OCT 2016

Gained expertise in user research, wireframing, prototyping, interface design, and usability testing.

The Open University Israel, BSc Cognitive Science & Business Management

OCT 2018 - OCT 2021

Specialized in integrating principles of human behavior and decision-making with strategic business management.

SKILLS

User-centered product design
Information architecture
Prototyping & usability testing
Data-informed decision making
Design systems
AI-driven design workflows
Generative AI ideation
Native mobile & web
Figma & Design Software Proficiency

VOLUNTEERING

Startup Designers – Mentor

OCT 2019 - Present

Mentoring and guiding junior designers in defining their career paths and achieving their goals.