

Dekel Hillel

Senior Product Designer with 8+ years of experience in data-heavy B2B and Enterprise products, mostly fintech and analytics platforms. I study the problem and the system in depth, then refine the product until users have exactly what they need to succeed.

[Email](#) • [LinkedIn](#) • [Portfolio](#)

Professional Experience

Senior Product Designer (Consulting)

2026 - Present

UX advisory for TargetBoard, an AI startup building agentic operational intelligence.

Senior Product Designer, Ownera

2023 - 2026

First and only designer at a fintech startup building core infrastructure for tokenized asset trading, backed by J.P. Morgan. Owned product design end to end, from zero to a live platform: early strategy with leadership through detailed delivery with engineering. Built the design system from scratch, supporting multi-level financial hierarchies and dynamic user permissions. Transformed intricate fintech logic and strict regulatory requirements into interfaces that institutional users operate with confidence.

UX/UI Lecturer, Bezalel Academy of Arts and Design

2022 - 2024

Designed and led an intensive 121-academic-hour UX/UI course, alongside professional Figma training and guest lectures on the design job market.

Product Designer, Placer.ai

2021 - 2022

Led the Lite version of the platform from scratch, distilling a massive geographic data platform into an accessible, high-value experience for new users. Built and maintained a scalable design system and component library in Figma. Partnered with the Innovation, Marketplace, and Growth teams to define, design, and ship features end to end.

Product Designer, SimilarWeb

2018 - 2020

Redesigned the official SimilarWeb browser extension, used by over 1M active users. Designed data-heavy products across desktop and mobile in the B2C and Growth teams, optimizing the registration funnel and free-trial conversion.

Education

2018 **Advanced Product Design (UX/UI)** - Studio 6B pro,

2016 **Bachelor of Engineering, Interactive Media Design** - Sapir College.

Languages

Hebrew: Native or Bilingual Proficiency • **English:** Professional Working Proficiency.