

Noam Sela

Product Designer · Turning Ideas into Products

 Tel Aviv

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Profile

Product Designer with **4+ years of hands-on experience designing, building, and shipping complex digital products**. Combines product thinking, UX/UI, AI-assisted workflows, and **hands-on development** to take products from an early idea to a working release. Experienced in simplifying high-stakes operational workflows and collaborating closely with product and engineering.

Experience

Independent Product Designer

Jan 2026 - Present

Independent

- **Estatest and Mikraot+** - learning products for real-estate and officer training exam preparation.
- **Wizard and Stop the Timer** - an AI image-layer separation tool and a real-time multiplayer timing game.
- **Own products end-to-end**, from product definition and UX/UI through AI-assisted prototyping, development, monetization, analytics, and release.

Product Design Team Lead

Sep 2022 - Jan 2026

Sapir, IDF

- **Led and remained hands-on** in the **end-to-end design of complex digital products**, from product discovery and user flows to high-fidelity interfaces, usability testing, and developer handoff.
- Designed complex internal products for **high-stakes operational environments**, simplifying dense workflows and critical information for users working under pressure.
- Built and maintained design systems that improved consistency across products and streamlined collaboration with development teams.
- Worked closely with product managers, developers, and stakeholders throughout the product lifecycle.
- Conducted usability testing and used user feedback to identify friction points and improve product flows.
- Managed several product initiatives simultaneously and received organizational recognition for outstanding product design.

Deputy Commander, Communications Department

Aug 2021 - Sep 2022

Unit 8200, IDF

- **Led a 20-person multidisciplinary department** in a high-pressure operational environment.
- Managed team priorities, professional development, and day-to-day execution.
- Improved internal workflows, knowledge sharing, and team collaboration.

IT Officer

Mar 2020 - Aug 2021

Commando Brigade, IDF

- Led a computing team responsible for technical operations and organizational knowledge.
- Designed and implemented structured onboarding, training, and knowledge-transfer processes.
- Delivered digital and multimedia solutions supporting operational needs across multiple stakeholders.

Additional Experience

2015 - 2022

Bahad 7 · Turtel Amplification Systems · Self-Employed

- Course commander, product video producer, and independent YouTube creator.
- Built and managed a channel with **22K+ subscribers** and **millions of views**.

Core Skills

Product Discovery
UX Research
User Flows
Wireframing
Interaction Design
Prototyping
Usability Testing
Design Systems
Information Architecture
Developer Handoff
AI-assisted product design and rapid

Tools

Figma
FigJam
GitHub
Adobe After Effects
Adobe Photoshop
Adobe Premiere Pro

AI & Prototyping

Cursor
ChatGPT
Claude
Gemini
Figma Make
WaveSpeedAI API

Education

Shenkar - Engineering, Design and Art

UX/UI Design Program · 2022 - 2023

Municipal High School ‘Tet’

Design Arts Program, 10 units · 2015 - 2017

Languages

Hebrew - Native
English - Fluent