

Valentin Novitsky

Senior Product Designer

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Senior Product Designer with 8 years of experience, mainly across complex B2B platforms. Led end-to-end product design, including major redesigns and zero-to-one product development. Co-led a multi-product design system foundation.

EXPERIENCE

Senior Product Designer, Apps Platform Department 2022-2026

Overwolf (Israel)

Platform reaching ~100M monthly active gamers across 1,500+ games.

- **Developer Console (B2B, ~200 app developers):** Led the Console overhaul, building new features from scratch. Redesigned the production release flow to make the system state and next steps visible at each stage. Increased self-serve completion by 21 points and reduced DevRel release workload by 75%. Led interaction and visual design for Dashboard, Performance Statistics, Revenue Statistics, and Games Statistics. Designed Affiliations, a UTM-based developer acquisition tool.
- **Design System:** Co-led the foundation of a cross-platform design system spanning 3 product domains. Designed all 168 core + 157 semantic tokens to support multi-brand theming and consistent UI across 17 products and 4 platform brands. Owned product-side rollout within the Apps Platform domain.
- **Support Portal (gamers):** Redesigned the portal and in-client widget around user intent, replacing system-architecture taxonomy with topic-and-app navigation. Increased self-service success by 19 points, reduced ticket volume by 23%, and improved ticket-form completion by 15 points.
- **App Store (developers & gamers):** Led a full App Store redesign for web and mobile, reframing it from a destination for existing users to a discovery-first acquisition channel. Increased organic search share by 15 points, reduced mobile bounce rate by 20 points, and improved first-visit download CTR by 8 points without hurting desktop conversion.

Experienced Product Designer, Mobile Growth 2020-2022

monday.com (Israel)

- **Onboarding flow:** Introduced single-statement screens and exposed multi-select options, validated via A/B test. +10% of users answered at least one question, +24% answered the key segmentation question, +17% completed work sign-up, and empty responses fell 64%.
- **Auth flows:** Added biometrics, consolidated sign-up, and introduced deferred email verification and SSO/OAuth. Improved first-session speed and completion.

Product Designer (Contract) 2020

Gong (Israel)

- **Call transcript workflows (AEs/SDRs/Managers):** Turned the static transcript into an interactive surface. Added click-to-word navigation, snippet comments, and deep-link sharing for cross-team review.

UX/UI Designer 2018-2020

Zemingo (Israel)

- **EcoPlant (industrial energy SaaS, MSP managers):** Defined the information architecture and modular dashboards for real-time monitoring and dispatch. At Ecolab, the platform surfaced operational inefficiencies worth ~\$294K in the first year. Selected clients: Flir Israel, Meprolight, and Heights.

SKILLS

- **Product/UX:** Information architecture (IA), interaction design, prototyping, usability testing, A/B experimentation, analytics, design systems, accessibility (WCAG), data visualization, data-informed design, AI-augmented design workflows, stakeholder management, and code literacy for engineering collaboration.
- **Tools:** Claude/ChatGPT/Gemini, Figma/FigJam, Adobe Creative Suite, UserTesting/Userbrain, Clarity/Mixpanel, YouTrack/Monday/Jira, HTML/CSS/JavaScript.

LANGUAGES

Hebrew (Fluent) • English (Professional working proficiency) • Russian (Native)

EDUCATION & TRAINING

B.Des in Visual Communication, Shenkar College of Engineering, Design and Art (2012-2016) • Digital Product Design, 6B (2017-2018)