Tamar Moshinsky

Lead Product Designer

B2B & B2C Products · Systems Thinking · Visual Craft

Lead Product Designer with 10+ years shaping complex B2B and B2C experiences across private, public and civic sectors. Combine product strategy, systems thinking and visual craft with hands-on design, aligning teams from discovery through delivery.

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Career Experience

Design Lead, Designit TLV

2026–Present

Lead end-to-end product design from strategic framing and discovery through prototyping, design systems and launch. Mentor designers and align product, engineering and stakeholders around direction, craft and delivery.

Senior Product Designer, Designit TLV

2020 - 2025

Owned complex B2B and B2C experiences, translating strategy and research into clear journeys, interaction patterns and scalable design systems. Partnered with product and engineering through implementation. Championed the studio's DEI initiatives.

Product Designer, Aman Digital

2019 - 2020

Combined user research, focus groups and UX analysis to inform product decisions. Designed and shipped end-to-end experiences across digital platforms.

Freelance Designer

2015–2019

Partnered with startups, enterprises and social organizations. Led research, concept development, visual direction and delivery across products and brands.

Selected Clients

Nestlé / Nespresso · Nayax · Israel National Digital Agency · Clal Insurance · MAX · OpenWeb

Expertise

Product Strategy · End-to-End Product Design · Design Systems & Governance · UX Research · Interaction Design · Service Design · Prototyping · Cross-functional Leadership · Stakeholder Management · Mentoring

Tools & Technology

Generative AI · LLM Workflows ·
AI-assisted Prototyping · Figma · Adobe Creative Suite

Education

B.Des (Hons)
Visual Communication
Bezalel, Jerusalem
Academy of Arts and Design
2011 - 2015

Exchange Program
Visual Communication
HTW Berlin,
University of Applied Sciences
2014

Languages

Hebrew (Native)
English (Fluent)
French (Professional)