

GUY BAR-SINAI

PRODUCT DESIGNER

AI interfaces · Complex B2B data · Prototyping in code

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SUMMARY

Product designer working on AI interfaces and data-heavy tools. Before product, I spent four years as project manager and design lead at Studio Hube, running up to 12 concurrent branded-workspace projects and owning budget, timeline and stakeholders. I design and build in code with Claude; my portfolio and the Dan Arad Coaching site were made this way.

SELECTED PRODUCT WORK

Marima - Volunteer Conversation Guide · Civic engagement Client · 2026

- Sole designer: turned an NGO's 25-page training document into a live Hebrew web guide for volunteers, covering content analysis, IA, UI, design system and build spec.
- Restructured it around three moments (preparation, one line during the conversation, debrief).
- Delivered 26 mobile and desktop screens, now live at merima-talk.com.

Dan Arad Coaching - Executive Coaching Site · Services Client · 2026

- Designed and built a bilingual Hebrew/English site for an executive coach, from IA to the live build at danaradcoaching.com.
- Built it in HTML/CSS with Claude, then documented it as a Figma design guide (color and layout variables, HE/EN text styles) with the code as source of truth.

Zchut-AI - Civic Rights Platform · Civic AI Self-initiated · 2026

- Designed an AI assistant for seniors and new immigrants navigating Israeli bureaucracy, split into two interaction models over one rights database: a deterministic guided flow and a conversational layer.
- Designed a three-state confidence model (Confident / Partial / Escalate) that shows AI uncertainty before users act, with a context-preserving handoff to a human advisor.
- Ran simulated usability walkthroughs with 4 personas based on real seniors and Russian-speaking immigrants; findings drove redesigns of the confidence indicator, onboarding and trust cues.

Probe - Adversarial Testing for Voice Agents · AI Security Take-home · 2026

- Designed scan setup and results for a tool that places hundreds of adversarial calls against voice AI agents.
- Expanded a two-screen brief into 12 workflow states, a 29-component Figma library and a written decision and scope record.
- Grounded scoring in CVSS v4.0 and OWASP AIVSS; results show 192 calls and 12 findings with a score on every row, and mask customer names in evidence.

Pool - Shared Financial Goal Platform · Fintech Self-initiated · 2025-26

- Audited 9 budgeting and expense-sharing apps (Splitwise, YNAB, RiseUp and others) for multi-user saving.
- Designed a collaborative savings app around one mental model: one goal, one pool, one shared view, identical for solo and group saving, with contribution status visible at a glance.
- Built a semantic-token design system with data-driven states, so financial warnings are handled at system level.

PROFESSIONAL EXPERIENCE

Freelance · Product & Web Design · Marima, Dan Arad Coaching Tel Aviv · 2025-Present

Studio Hube · Project Manager & Design Lead Tel Aviv · 2017-2019, 2023-2025

- Led workplace branding projects for Lightricks, Wix, ZoomInfo, HP, AllCloud and Voyantis, from a single floor to a whole building.
- Managed 12 concurrent projects of two to six months, with teams of 4-7 and budgets up to ₪1M+.
- Established design review processes and mentored junior designers.

Independent Design Practice · Design research, identity and spatial design Eindhoven & Amsterdam · 2021-2023

Benyamini Ceramics Center · Exhibition Designer & Producer Tel Aviv · 2015-2017

EDUCATION

MA Contextual Design (With Honors) - Design Academy Eindhoven 2019-2021

B.Des Industrial Design - Holon Institute of Technology 2012-2016

Google UX Design Professional Certificate 2026

SKILLS & TOOLS

Methods: User research, Usability testing, Competitive analysis, IA, Interaction design, Design systems, Prototyping

Tools: Figma, Framer, Claude (code prototyping), HTML / CSS / React, Adobe Creative Suite, Miro

Languages: Hebrew - Native · English - Fluent