

REFAELI MA.

PRINCIPAL EXPERIENCE DESIGNER · SYSTEMS DESIGN · AI-FLUENT

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Los Angeles, CA

I design for the problem beneath the problem. Most products fail because they solve the wrong thing beautifully. I design systems that resolve what matters, not interfaces that mask it. Good design is invisible. It shapes behavior, until the right thing feels inevitable.

EXPERIENCE

VERIZON Jun 2021 – Present · Los Angeles, CA

Principal Experience Designer, Identity & Profile

Apr 2026 – Present

CURRENT

- Lead Verizon's cross-platform Identity and Profile Architecture initiative across Home and Mobile ecosystems, establishing a unified, AI-ready **Customer Intelligence** foundation.
- Designing scalable **Identity Systems** that integrate Behavioral Data, Demographic Attributes, Segmentation Models, Intent Signals, Roles, Permissions, and Device Relationships into a context-aware **Household Intelligence Layer**, enabling Personalization and Predictive Experiences at scale.
- Partnering with product, engineering, data, security, and AI teams to define architecture supporting **Authentication, Parental Controls**, and ecosystem-level Customer Orchestration across millions of touchpoints.
- Developing AI-powered **Synthetic User Frameworks** and **Persona Modeling Systems** that translate Behavioral Intelligence into faster product strategy, research validation, and design decision-making.
- Shifting organizational focus from product-centric Account Management to relationship-centric Ecosystem Design, enabling scalable AI integration and long-term platform cohesion.

Principal Experience Designer, Verizon Home App

Dec 2023 – Apr 2026

- Redesigned the structural logic of Verizon Home App, repositioned from reactive utility to **proactive AI-driven advisor**; launched Aug 2024, scaled to **1M+ customers, 4.5 App Store / 4.4 Google Play**.
- Identified root cause of support failure upstream of UI: redesigned onboarding architecture and system feedback model, cutting "app unusable" tickets from **1,600+ to under 460** per release.
- Defined cross-platform design system standards across **10+ releases**, establishing the structural foundation that enabled consistent delivery at scale.
- Embedded AI into design strategy and team workflows, not as feature set but as operating layer for prioritization, pattern synthesis, and execution velocity.
- Led and mentored design teams; built a culture where the right question matters more than the fast answer.

Principal Product Designer, BlueJeans by Verizon

Jun 2021 – Dec 2023

- Designed the experience architecture for a remote learning platform serving **Verizon Training, University of Michigan, and Wharton School**, built for scale across enterprise and academic contexts.
- Constructed an atomic design system in Figma with **900+ responsive components**, reducing design-to-development handoff time by **85%**; became the structural foundation the team built on for years.
- Diagnosed preference center as a structural IA problem, not a UI problem; redesigned the underlying model, increasing feature adoption **12%** and reducing task time **85%**.
- Aligned stakeholders around early-stage computer vision innovation, navigating ambiguity to establish direction where none existed.

CORE SKILLS

Experience Architecture

Systems Design

Product Strategy

Problem Framing & Definition

Scalable Design Systems

Information Architecture

Platform & Ecosystem Design

AI-Augmented Workflows

Human-AI Interaction Design

Cross-Functional Leadership

Design Operations

Interaction Design

Accessibility

Product Metrics & Experimentation

Front-End Feasibility

Figma

EDUCATION

ArtCenter College of Design

B.S. Industrial & Product Design

Pasadena, CA · 2013–2018

IDA International Design Academy

Furniture Design & Manufacturing

2017

Codecademy

HTML · CSS · Software Design

Principles

2020–2023

HONORS & RECOGNITION

Claude Hackathon Judge

Anthropic · Supabase · Fetch.ai, 2026

BYAA American Art Elite Award

2026

Design Career Coach

4A's Foundation, 2023

Business Mentor

Institute for Entrepreneurial Leadership,

2022–23

A' Design Award, Winner

Founder & Creative Director

Apr 2018 – Present

13 Orphans Design Studio · Los Angeles, CA

Independent practice at the intersection of material, form, and meaning. Translating abstract problems into tangible, structured outcomes, a systems-thinking discipline that directly informs how I approach product and experience architecture.

Lead Digital Product Designer

Dec 2020 – May 2021

iconmobile Group · Santa Monica, CA

- Led interaction architecture and systems design across **BMW, Kia, Peterbilt, and Kenworth**, shaping next-generation experience models that scaled across platforms and markets.
- Partnered with Kia UX leadership to define their next-generation design system; resolved cross-platform consistency at the structural level, not the surface level.
- Mentored designers on concept rigor, the discipline of naming the right problem before reaching for a solution.

Lead Product Designer

Aug – Nov 2020

Prismpop · Los Angeles, CA

- Joined a startup by former TikTok leaders with a fragmented experience and no structural foundations; built IA, core flows, and design system from zero across mobile and web.
- Identified user trust and discovery friction as the root problems beneath low ratings; redesigned experience from the structural layer up, lifting App Store ratings from **3.9 to 4.7**, web engagement **+45%**, key task time **-20%**.
- Introduced in-app rewards architecture; shaped product roadmap through direct collaboration with Founder.

EARLIER EXPERIENCE

Lead UI/UX Product Designer · Unicorns & Unicorns	CONTRACT	2019–2020
Senior Product Designer · Robert Half	CONTRACT	2019–2020
Senior Product Designer · Phenomenon Product Design Agency	CONTRACT	2018
Product Designer · Amazon (Echo, Future Vision)	CONTRACT	Jul–Sep 2016

2017 & 2022

A' Design Award, Jury Member
2018

European Product Design Award
2017

29th Annual ICFF NYC Show
2017

Guest Speaker, ArtCenter College of
Design
2016–2017