

REFAELI MA

EXPERIENCE PRINCIPAL EXPERIENCE DESIGNER | VERIZON

Dec 2023 - PRESENT

- Led product design strategy and end-to-end experience for Verizon Home App, launched **Aug 2024**, scaling to **1M+** customers, achieving **4.5** App Store and **4.4** Google Play ratings
- Repositioned the product from a reactive utility to a proactive, AI-driven advisor, defining AI-enabled product strategy and introducing personalized guidance and smart task automation to drive engagement
- Redesigned onboarding and core system feedback to reduce ambiguity and improve user understanding, cutting “app unusable” tickets from **1,600+** to under **460** per release and reducing support burden
- Established scalable design systems and cross-platform standards, enhancing accessibility, consistency, and design-to-development velocity across 10+ releases **v1.0-v2.2.1**
- Designed and operationalized cross-functional workflows across product, design, and engineering, embedding AI into design processes to improve prioritization, decision-making, and enable consistent, predictable execution at scale
- Led and mentored design teams, raising quality standards and strengthening a culture of clarity, craft, and user-centered decision making across the organization

Jun 2021 - Dec 2023

- Led UX and product design for a remote learning platform serving clients including Verizon Training, the University of Michigan, and Wharton School, improving instructor workflows and increasing learner engagement at scale
- Built and scaled an atomic design system in Figma with **900+** responsive components, reducing design-to-development time by **85%** and enabling faster iteration across teams
- Redesigned the preference center to improve clarity and usability, increasing feature adoption by **12%** and reducing task time by **85%**
- Drove early-stage innovation in computer vision, translating concepts into product direction by aligning stakeholders, shaping roadmap priorities, and delivering tailored, on-brand solutions that strengthened client trust

FOUNDER | CREATIVE DIRECTOR | 13 ORPHANS DESIGN STUDIO

APR 2014 - PRESENT

Founder and Creative Director of an independent studio exploring the intersection of material, form, and meaning. Develops original work across physical and digital mediums, translating abstract ideas into tangible artifacts. This practice informs a broader design perspective, where systems thinking meets craftsmanship.

LEAD DIGITAL PRODUCT DESIGNER | ICONMOBILE GROUP

DEC 2020 - MAY 2021

- Led experience design across major automotive clients including BMW, Kia, Peterbilt, and Kenworth, shaping next-generation concepts, interaction models, and scalable design systems
- Drove the next-generation design system for Kia, partnering with their UX leadership to elevate cross-platform consistency and establish more unified design practices
- Influenced product and design direction through close stakeholder alignment, while mentoring designers and raising the quality bar across concept development and execution

LEAD PRODUCT DESIGNER | PRISMPOP

AUG 2020 - NOV 2020

- Led end-to-end design at Prismpop, a startup founded by former TikTok leaders, shaping a new model for social shopping through short-form video and community-driven discovery
- Drove measurable product impact, increasing App Store ratings from 3.9 to 4.7, boosting web engagement by 45%, and reducing key task time by 20% through targeted UX improvements
- Transformed a fragmented experience into a scalable system by defining information architecture, core user flows, and design foundations across mobile and web
- Introduced and launched an in-app rewards currency to drive engagement and retention, while influencing product direction through roadmap definition and direct collaboration with the Founder
- Partnered across design, product, and engineering to align priorities and deliver high-impact features in a fast-paced startup environment

LEAD UI/UX PRODUCT DESIGNER | Unicorns & Unicorns | 2020

SENIOR PRODUCT DESIGNER | Robert Half | 2019

PRODUCT DESIGNER | Amazon; Monolo Design Studio | 2013 - 2016

PRODUCT MANAGER | Anhua Golden Shield; W.A.S Technology | 2010 - 2012

EDUCATION

ARTCENTER COLLEGE OF DESIGN | **Bachelor of Science in Product Design**
PASADENA, U.S

HONORS

- Claude Hackathon Judge | Powered by Anthropic, Supbase & Fetch.ai | 2026
- BYAA American Art Elite Award | SP 2026
- Design Career Coach at 4A's Foundation | 2023
- Business Mentor at Institute for Entrepreneurial Leadership | 2022-2023
- A' Design Award Winner | 2017 and 2022 | Jury Member at 2018
- European Product Design Award | 2017
- Featured at the 29th Annual ICFF NYC Show | 2017
- Guest Speaker at ArtCenter College of Design | Product Design | 2016-2017

SKILLS

Product Strategy • Product Design • Systems Design • UX Strategy • Platform & Ecosystem Design • Design Leadership • Cross-Functional Leadership • Design Operations • Scalable Design Systems • End-to-End Product Experience • Human-AI Collaboration • AI-Augmented Design Workflows • Interaction Design • Information Architecture • Accessibility • Product Metrics & Experimentation • Front-End Feasibility • Figma