

# Michelle Samora

PRODUCT DESIGNER · CREATOR

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## AT A GLANCE

I'm a product designer with experience designing complex digital products across startups and large-scale platforms. Experienced in end-to-end product design, and AI-oriented prototyping and development. Worked closely with product, engineering, data and writing teams to ship experiences at scale.

## EXPERIENCE

### Wix

PRODUCT DESIGNER · CREATOR

Sep 2024 — May 2026

- Designed end-to-end authorization and permissions experiences for millions of Wix users, owning the UX/UI from research through production, navigating technically complex and ambiguous problem spaces.
- Collaborated closely with engineering, product, and security throughout the full product lifecycle — articulating design decisions clearly and aligning business goals with user needs.
- Conducted user research and usability testing to reduce friction in access management flows — advocating for user needs at every stage, WCAG compliant throughout.
- Prototyped in Figma and code (HTML + CSS), leveraging AI tools to accelerate exploration and interaction design testing at every stage of delivery
- Pushed PRs alongside engineering for non-complex UX/UI adjustments, demonstrating technical fluency rare in product design and reducing back-and-forth to ship faster.

### Yotpo

PRODUCT DESIGNER

Jun 2023 — Sep 2024

- Led end-to-end design for subscription management flows in Yotpo's ecommerce platform, from research and competitive analysis to implementation and iteration.
- Conducted user research and usability tests, and leveraged Fullstory to validate and continuously improve features.
- Collaborated closely with PMs and stakeholders to define requirements and deliver solutions.

### Fullpath

LEAD PRODUCT DESIGNER

Aug 2017 — May 2023

- Served as sole product designer, defining the design system, language, and core products from scratch - resulting in experiences adopted by thousands of car dealerships across the United States.
- Managed the entire design process, including research, product definition, wire-framing, and visual design. Conducted user interviews and usability testing to refine and improve features.
- Collaborated with Product Managers, developers, and stakeholders to deliver designs adopted by thousands of car dealerships.

## SKILLS

### DESIGN

Product thinking  
Design strategy  
User research  
Prototyping & testing  
Visual design  
Competitor analysis  
Accessibility

### TOOLS & TECH

Figma/Figma Make  
HTML + CSS  
Jira  
Cursor  
Claude Code  
Fullstory

### SOFT SKILLS

Cross-functional collaboration  
Stakeholder communication  
Market Research  
Leveraging Data-Driven Insights  
Concept to Launch  
User empathy  
Design advocacy  
Fast iteration  
Attention to detail  
Product intuition

### LANGUAGES

Fluent Hebrew  
Native English speaker

## EDUCATION

### Hadassah College

B.Des Inclusive Industrial Design  
2010 — 2014

### Netcraft

User Experience  
2016