

Michelle Samora

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior Product Designer with 9 years of experience designing complex B2B digital products across startups and large-scale platforms. I own end-to-end product design and use AI tools to prototype and build faster. I work closely with product, engineering, and data teams to turn complex systems into simple, intuitive experiences at scale.

EXPERIENCE

Wix

PRODUCT DESIGNER · CREATOR

Sep 2024 — May 2026

- Designed enterprise-grade access control, authorization (RBAC), and authentication systems used by millions of users, translating complex security policy into intuitive permission management UX.
- Accelerated product shipping velocity by weeks by directly contributing code adjustments (HTML/CSS) and leveraging AI-native development tools, eliminating engineering handoff bottlenecks.
- Conducted user research and usability testing to reduce friction in access management flows, advocating for user needs at every stage, WCAG compliant throughout.
- Prototyped and built in Figma and code using an agent-native product development framework (Wix's Creator Kit Skills), using AI coding agents to move from concept to shipped product across research, prototyping, handoff, and rollout, iterating fast at every step.
- Pushed PRs alongside engineering for UX/UI adjustments and small features reducing the need for back-and-forth to ship faster.

Yotpo

PRODUCT DESIGNER

Jun 2023 — Sep 2024

- Led end-to-end UX for e-commerce subscription flows, optimizing checkout conversion and merchant retention for enterprise-level retailers.
- Combined qualitative user research with quantitative behavioral analytics (Fullstory) to uncover design friction and validate features.
- Partnered with PMs, engineering, and stakeholders to translate complex business requirements and technical constraints into seamless design solutions.

Fullpath

LEAD PRODUCT DESIGNER

Aug 2017 — May 2023

- Founded and led the startup's first design system and designed the core product suite, from research through implementation, scaling adoption across thousands of customers.
- Took multiple products from concept to launch, validated through user interviews, early-stage testing and prototype validation, growing into the company's core revenue lines.
- Combined qualitative user research with quantitative behavioral analytics to identify friction points and prioritize design decisions across the product suite.

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