

Michelle Samora

PRODUCT DESIGNER · CREATOR

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AT A GLANCE

Product designer with 9 years of 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 UX/UI from research through production, navigating technically complex and ambiguous problem spaces.
- Partnered closely with Product throughout the full product lifecycle, contributing to product decisions, shaping requirements, and aligning design with business goals through clear, confident communication.
- 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 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