

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 end-to-end enterprise permissions and RBAC (Role-Based Access Control) frameworks and login experiences for millions of users, transforming a highly complex, ambiguous security space into a seamless user experience.
- 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 strategy for ecommerce 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 scaled the startup's first design system and core product suites from scratch, driving user adoption across thousands of US dealerships and establishing the company's primary revenue lines.
- Took multiple products from concept to launch that grew into the company's core revenue lines, validating each through user interviews and early-stage testing.
- 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.

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