

Shai Muki

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[Linkedin](#)

[Portfolio](#)

Product designer with 7+ years of experience designing complex B2B products, from problem definition to production-ready solutions, with a focus on goal-driven experiences and business impact.

Work Experience

DoorLoop

Senior Product Designer · Oct 2023 - Aug 2026

- Led end-to-end design for high-impact shipped features and product initiatives across discovery, UX/UI, building a live prototype with code and AI tools, and implementation.
- Used live code to deliver the final front-end product with Claude Code.
- Raised implementation quality by using live code and Claude Code, opening PRs, resolving review comments, and driving final merges in partnership with engineering and stakeholders.
- Collaborated with cross-functional teams to identify user and business needs, synthesizing insights into clear problem definitions and product opportunities.
- Designed and iterated on complex user flows, validating solutions through feedback and improving completion rates across critical journeys.
- Interviewed candidates for designer and design manager roles, assessing skills and fit to support the team's growth and leadership.

Niio Art

Senior Product Designer · Mar 2022 - Jan 2023

- Led design of Niio's responsive Web app and built the design system.
- Designed the platform's NFT integration.
- Laid the groundwork for the Apple TV app and shipped new Samsung TV phases.

Product Designer · Jan 2019 - Mar 2022

- Led design of Niio's Samsung TV app and business-user mobile onboarding.
- Ran end-to-end UX research with flows, wireframes, and prototypes, partnering with developers, PMs, and CTO.
- Designed Niio's website and helped shape the brand.

Education

Bezalel Academy of Art and Design, Jerusalem.

2013 - 2017

B.Des Degree in Visual Communication.

Skills

Design

Product Design, UX/UI Design, Interaction Design, User Research, User flows, Usability testing, Wireframing, Prototyping, Information Architecture, B2B SaaS, AI Product Design, Conversational Interfaces, Human-AI Interaction, Generative UI, Complex Systems Design, Discovery & Research, Coffee.

Design tools

Figma, Claude, HTML/CSS, Adobe creative suite, Posthog, GitHub, Basic knowledge in JavaScript and React.