

Roy Vanounou

Product designer with a strong focus on product thinking and problem solving. I enjoy breaking down complex ideas and turning them into practical product experiences. Naturally curious and fast to learn, I use AI tools and modern workflows to move faster, improve design processes, and collaborate better with engineers.

Work Experience

Spines, Product Designer

2025 - present

- Leading end-to-end product design processes from concept to implementation.
- Built the company's design system from the ground up, currently maintaining and evolving it across the product.
- Collaborating closely with engineers while integrating rapid prototyping and AI-driven workflows into the design process.

2023 - 2025

IDF, Product Designer

- Designed an app to improve organizational and logistical processes across multiple army bases, The project is now in development.

Freelance, Product & Graphic Designer

- Designed landing pages, branding systems, and digital experiences for private clients and small businesses.

Education

Graphic Design UX/UI, Studio 6b

2023 - 2024

- Completed courses in UX/UI, branding, marketing, and graphic design.
- Advanced in Figma, with strong proficiency in Photoshop and Illustrator.

Military Experience

Multi-Dimensional Unit 888, IDF

2018 - 2021 (current reservist)

- Took part in the establishment and early development of the unit as part of its first recruitment cycle.
- Executed high-pressure operations requiring adaptability and quick decision-making.
- Active member of the unit's selective sorting team during the tryout and interview phase for new recruits.

Personal Details

 Designeroy.com

 roee299@gmail.com

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 Tel Aviv, Israel

Skills

Languages

 Hebrew (native)

 English (fluent)

Core Skills

 **UX Research**
(Perplexity, Chat GPT etc)

 **Rapid Prototyping & Vibe Coding**
(Lovable, Figma Make, Claude Code etc)

 **Asset Generation**
(Nanobanana, Astria, Leonardo, LottieFiles etc)

Main Tools

 Figma

 Claude Code

 Photoshop

 Illustrator

