

Natalie Tarnovsky

Product Designer specializing in AI-powered products

Product Designer with experience turning ambiguous product challenges into intuitive user experiences. I work across product discovery, UX strategy, interaction design, design systems, and high-fidelity execution, partnering closely with founders and engineers to build products that balance user needs with business goals.

EXPERIENCE

Product Designer | **Veezo** 2025–2026

- Led end-to-end product design for an AI-powered networking platform, from early product discovery and UX strategy to high-fidelity designs and developer handoff.
- Designed conversational AI experiences, onboarding, networking flows, messaging, contact management, and community features.
- Conducted user interviews, synthesized research insights, and translated findings into product decisions and feature prioritization.
- Mapped complex user journeys and interaction flows to simplify onboarding and improve product adoption.
- Built scalable interaction patterns, design systems, and interactive prototypes to support rapid product iteration.
- Partnered closely with the founder and engineering team to shape product direction, validate concepts, and deliver production-ready experiences.

Graphic Designer | **PRPL Studio** 2024

- Designed social media campaigns, digital marketing assets, and branded content for multiple clients.
- Collaborated with creative and marketing teams in a fast-paced studio environment.
- Produced presentations, advertising materials, and brand assets across digital platforms.

Graphic Designer | **Ben Horin Alexandrovitz** 2023–2024

- Designed employer-branding materials, social campaigns, and digital assets for diverse clients.
- Developed visual identities, marketing materials, and websites aligned with client goals.

Founder & Brand Designer | **Papernut TLV** 2022–2025

- Founded an independent stationery and lifestyle brand and built its identity, website, and social presence.
- Designed products from concept to production, including planners, notebooks, prints, packaging, and promotional assets.

Office Manager | **Taboola US** 2021–2022

- **New York:** Managed office operations, employee experience, procurement, vendor relationships, onboarding, and workplace logistics.
- **Los Angeles:** Supported the opening of Taboola’s Los Angeles office, coordinating vendors, workplace setup, and cross-office operations between Israel and the US.

Office & Welfare Coordinator | **Taboola Israel** 2017–2021

- Managed office operations and employee-experience initiatives.
- Led cross-functional projects in employer branding, internal communications, and workplace programs.

CORE SKILLS

- Product Strategy
- UX Research
- Information Architecture
- User Flows
- Interaction Design
- AI Experience Design
- Design Systems
- Rapid Prototyping
- Cross-functional Collaboration

TOOLS

- Figma
- ChatGPT · Codex
- Claude · Claude Code
- Cursor
- Adobe Creative Suite

EDUCATION

UX/UI Design
Netcraft Academy · 2022–2023

Motion Graphics
Skillshare · 2022–2023

Graphic Design Certificate
Studio 6B · 2020–2021

Professional Photography
Galitz · 2021

B.A. Psychology & Management
Ben-Gurion University · 2014–2017

MILITARY SERVICE

Aircraft Operations Coordinator · Israeli Air Force
Fighter Squadron · 2011–2013

LANGUAGES

- Hebrew — Native
- English — Professional