

Tamir Bar-Niv

Senior Product Designer

He/him

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Product designer with a background in Psychology and Behavioral Economics, working on AI and operational products across construction estimation, insurance and regulated fintech. Experienced in taking a product area from research and competing concepts through to interaction models, flows and screen specs engineering can build from without a second conversation. Strong background in conversational and agentive AI: defining what an assistant does, how it speaks, and how it behaves when it is wrong, and prototyping in HTML before Figma when behaviour is the open question. Comfortable driving discovery independently, and I build and deploy front ends myself.

Experience

Product Designer, Freelance, Berlin / Remote, 2026–Present

- **Arxion** (AI takeoff and estimation software for US construction): sole designer across four product areas for professionals running their own business in the property industry. Set the product's AI principle, that every surface works without AI and parsing plugs in later, and designed the surface where users review what the AI read.
- Restructured the material library around how estimators think rather than how the tool measures, and made bid awards reversible up to one explicit final step. Also designed, built and shipped their five-page marketing site.
- **weDISCOVER**: owned UX/UI across the consumer app, B2B platform and site, and built the design system behind them.

UX Designer, FIRMA. Business Design, Tel Aviv / Remote, 2022–2025

- Led discovery, concept and UX definition for **Nina**, a proactive conversational AI assistant in a consumer insurance app. Set the interaction model (opens the conversation, answers from the user's own policy data, completes the task in-conversation), its multimodal presence and states, and its voice as a written standard. Selected by the client from four concepts and built.
- Led UX design for fully digital mortgage and loan processes in a regulated fintech environment, achieving **90%** process completion, **26%** loan conversion rate, and **420+** daily digital approvals.
- Designed internal workflows and operational dashboards, and delivered an internal B2B SaaS platform 0 to 1, from discovery and requirements through to multi-role workflows.

Senior Risk Management Consultant, KPMG, Tel Aviv, 2019–2022

- Led risk and compliance projects for major financial organisations, gaining deep exposure to regulated environments and operational constraints that now inform complex product design.

Community & Leadership

Organizer & Speaker, "When Psychology Meets UX", Berlin, 2025–Present

- Created and host a monthly meetup on human decision-making, behavioral psychology and emerging AI and UX patterns in real products. **Nine editions** to date, **450+ designers**.

Local Leader, Interaction Design Foundation (IxDF) – Berlin, 2025–Present

Education

MA in Design Management, Mediadesign Hochschule Berlin, 2023–2025

- Graduated with distinction, final grade: **1.1** ("Very Good")
- Thesis: "Designing Digital Nudges: From Theoretical Foundations to Practical Applications"
- Facilitated design thinking workshops, utilizing user-centered design principles and storytelling to drive engagement and strategic thinking.

UX Design, Technion – Institute of Technology, 2020–2021

- Completed a comprehensive UX Design program with a strong foundation in design methods and interaction design.

BA Psychology & Economics, Ben-Gurion University, 2016–2019

- Erasmus exchange, University of Padua. Focus on behavioral economics and nudges.

Skills

AI & Conversational

Conversational design, agentic and generative AI, multimodal and voice interaction patterns, prompt engineering, AI-grounded personalization, sample dialogs and conversation flows, designing for LLM constraints

Product Design & Research

Information Architecture, Interaction Design, UX Discovery, Customer Journeys, User Flows, Wireframing, Complex Operational Systems, Responsive Web and Native iOS/Android, Operational Dashboards, User Research, Usability Testing, Prototyping, Iterative UX, Design Under Constraints, Data-Informed Design, A/B Testing, Behavioral Economics, Digital Nudging, Design QA, Interdisciplinary Collaboration

Tools

Figma products, Claude Code, Figma MCP, Axure, Miro, Maze, FigJam, Notion, AI-assisted design tools for rapid prototyping and design exploration

Languages

English (fluent), Hebrew (native), German (elementary)