

LEA KRIKHELI

Product Designer — UX/UI | MVPs, Web & Mobile

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SUMMARY

Product Designer with 4+ years designing digital products, MVPs, and mobile/web experiences across Israel, Switzerland, and Georgia. Experienced across discovery, user research, UX architecture, interaction design, prototyping, design systems, usability testing, and developer handoff. Combines strong visual craft from a communication-design and fine-arts background with structured product thinking and cross-functional collaboration.

EXPERIENCE

In-House Product Designer — Classeek, Lausanne, Switzerland (Remote from Israel) 2021 – 2022

- Led the end-to-end redesign and rebranding of Classeek's website, including information architecture, responsive UX/UI, and developer handoff
- Designed and launched a dedicated application flow for musicians, making it easier for talent to discover and apply to the platform
- Redesigned key user journeys around musician applications and previous concert recordings
- Established and maintained a design system across web and mobile products, improving consistency and scalability
- Iterated designs based on stakeholder and team feedback; collaborated with product, engineering, and marketing across an international Agile team

Freelance Product Designer — Self-employed, Israel & International Jan 2022 – Present

- Vertical Fields — Vertical Agronomy Startup, Israel: Redesigned and streamlined workflows for field workers, resulting in a reported 10% increase in work efficiency
- Curiosity Robotics — Educational Robotics: Designed product experiences for a learning robot using games and interactive activities to teach children English and other languages
- Aydone — Promise Management Platform: Designed a productivity experience helping busy professionals capture, organize, and follow through on commitments across messages, tasks, and conversations

Co-Founder & UX/UI Designer — Huppy (Parenting App), Tbilisi, Georgia 2019 – 2021

- Led all stages of product design: user research, wireframing, prototyping, visual design, and usability testing
- Built and evolved a design system ensuring consistency across all platforms; applied accessibility best practices for mobile and web
- Analyzed user data and feedback to iterate and improve the product experience

EDUCATION

Product Design (one semester) — Universität der Künste (UdK), Berlin, Germany | Oct 2023 – Mar 2024

Master of Design, Interdisciplinary Design — Shenkar Institute of Engineering, Design and Art, Tel Aviv | 2022 – 2023

Bachelor of Arts, Communication Design — Free University of Georgia, Tbilisi | 2014 – 2018

EXHIBITIONS

- Berlin Design Week 2024 — Light Generator, Berlin, Germany
- Jerusalem Design Week 2023 — Second Skin, Jerusalem, Israel
- Batumi Contemporary Art Space 2019 — Like Chair (smart object), Batumi, Georgia

SKILLS

Design: UX/UI Design, Product Design, Interaction Design, User-Centered Design, Design Thinking, Information Architecture, Responsive & Mobile Design, Design Systems, Accessibility

Process: User Research, Usability Testing, Wireframing, Prototyping, User Flows, Agile, Design Sprints, Stakeholder Presentations, Developer Handoff

Tools: Figma, Claude Code, Claude Design, Perplexity (research), Google NotebookLM, Claid.ai

LANGUAGES

English (Fluent) · Russian (Fluent) · Georgian (Fluent) · Hebrew (Conversational)