

Asaf Agranat

Full-stack Product Designer

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asaf-agranat



With 14 years of designing web experiences, I can confidently say that I thrive on creating solutions that genuinely connect with users and *solve real-world problems*. My passion lies in bridging the gap between user needs and business strategy. I believe in leading the *entire design process*—from uncovering key insights to delivering exceptional products that *seamlessly blend form and function*. I love collaborative environments where I get to apply my expertise in research, interaction design, visual design and prototyping to craft experiences that drive *business growth*, lasting *impact* and *user delight*.

EMPLOYMENT

2023 → present INTUIT → *Principal Product Designer*

Tel Aviv, Israel • Elevated user experiences across Intuit's B2B and B2B2C products • Drove online payment adoption and revenue growth through user-centric design solutions • Strategized introduction of frictionless login to online payments • Solved for growth by creating new online payment opportunities • Doubled projected revenue by implementing AI optimization to vendor-customer communication

2015 → 21 ExLibris → *Lead Product Designer*

Jerusalem, Israel • Led design for 3 major B2B2C products: a flagship product redesign and 2 new products • Created the company's first design system and a platform-level component library • Presented at international conferences

2011 → 15 ticketIQ → *UX/UI Designer*

Tel Aviv, Israel • Designed a bespoke back-office for B2B clients • Designed and prototyped the company's main web app, including its first mobile experience • Redesigned the company's web presence and created interactive venue maps

2005 → 11 *Animator / Motion Designer / Illustrator*

London / Tel Aviv • *Self employed* • Digital hand-drawn animation and illustration, motion graphics for idents and credit rolls, books and web illustration, catalog and poster print design.

EDUCATION

2002 → 05 ECA → *BA (Hons) in Visual Communication*

Edinburgh College of art, Scotland • Animation, fine art, and cinema studies

✂ TOOLBAG

Figma
Adobe suite
Accessibility
Semantic HTML
Localization
CSS/SCSS
Javascript
Typescript
Amplitude
Svelte[Kit]
Angular

★ WINS

My graduation short film
Bus Ride And
Flowers In Her
Hair won 8
international
awards in
festivals
worldwide