

IGOR KAUFMAN

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 [LinkedIn](#)

EDUCATION

Bachelor's Degree in Management

Donetsk Institute of Tourism
Business, Ukraine (2009-2013)

Graphic Design Program

Masa Tlalim, Israel (2015-2016)

LANGUAGES

- **English** — Fluent
- **Russian** — Native
- **Ukrainian** — Native
- **Hebrew** — Elementary

SUMMARY

Senior Product Designer with nearly a decade of experience turning complex, data-dense enterprise problems into interfaces people can actually use. My focus over the last several years has been on B2B SaaS products where the hard part isn't the UI — it's the business logic underneath: forecasting models, executive-facing analytics, AI-assisted workflows. I work best when a product is technically complex and needs someone to find the clarity inside it.

PROFESSIONAL EXPERIENCE

Senior Product Designer at [Skai \(ex-Kenshoo\)](#) • 2021 – 2025 (4 yrs 1 mos)

Designed strategic enterprise SaaS products for one of the world's leading marketing platforms, serving global brands and agencies. Led end-to-end design across forecasting, executive-facing workspaces, AI-powered tools, complex B2B workflows, and platform experiences.

- Owned end-to-end product design for multiple strategic enterprise initiatives, from discovery and product thinking through delivery.
- Designed complex B2B workflows used by enterprise customers managing large-scale marketing operations.
- Shaped the design of Executive Workspace, helping executives monitor business performance through configurable workspaces, key metrics, and high-level insights.
- Led the design of Media Forecasting, enabling customers to simulate budget allocation, predict performance impact, and make data-driven planning decisions.
- Designed an AI-powered assistant that helped users explore data, generate insights, and complete complex workflows faster.
- Simplified highly technical, data-heavy interfaces while maintaining flexibility for advanced enterprise use cases.
- Partnered with Product Managers, Engineers, UX Writers, and fellow Designers to shape product direction and execution.
- Contributed to the evolution of the company's Design System and platform-wide UX consistency.
- Collaborated across multiple product teams to align user experience, interaction patterns, and product direction.

Founding Product Designer at [Yeda LMS](#) • 2019 – 2021 (2 yrs 3 mos)

Established the company's product design function and led the design of the MVP from concept to implementation.

- Built the product from early discovery through developer-ready UI.
- Worked directly with founders on product direction, UX, interaction design, and visual identity.
- Collaborated closely with engineering throughout the product development process.

EARLIER EXPERIENCE

Freelance Designer (Redkassa, Data+, Track160, Skinwallet) • 2017 – 2021

UI Designer at Immergo (ex-Univ) • 2017

Product Designer at Viewly • 2016 – 2017