

Idit Frenkel, Product Designer UX/UI

Tel Aviv based, curious about how people think and behave, love asking questions so I can create better products. Studying Psychology and Music, AI ready.

Employment

UX Researcher & Product Designer, SilverBee.ai *March 2026 - Present*

Driving user research, competitive analysis & pre-prototype validation alongside UX design for an AI-first SEO workflow platform.

[silverbee.ai](#) / [workapp.ai](#)

Sr. Product Designer, Haaretz Group *Aug 2023 - Feb 2026*

Leading user-centered UX and award-winning editorial design, driving engagement through accessible, effective visual storytelling.

Runner Up, European Press Prize 2025 [View project](#)

Product Researcher - Editor, Wix *2019 - 2023*

Merged user research, cohort growth strategies, and iterative design to optimize conversion rates across diverse user segments.

Improved time-to-publish of users' websites with a new website-builder

Content Designer - Templates, Wix *2015 - 2018*

Developed content categories for templates based on data-driven research, and a fusion of UX, information architecture, and user-centered design.

Revamped Education templates, boosting conversion by 21%.

Co-Founder and Lead Designer, RSVP Agency *2010 - 2015*

Led a team of six, driving the studio's UX and UI design direction and delivering end-to-end creative WordPress solutions.

RSVP Studio was named one of Israel's leading web design agencies in 2012.

Lead Product Designer, Aniboom (closed 2011) *2008 - 2010*

Web Designer, walla.co.il *2003 - 2007*

Contact

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Skills

UX/UI

Claude Code → Design

Vibe Coding

Design Systems

Product Design

UX Research

Visual Storytelling

Editorial Design

Content Strategy

English - Fluent (C2)

Hebrew - Native

[@iditf](#)

[Linkedin](#)

[Soundcloud](#)

Education

BA Psychology & Music

The Open University, Tel

Aviv *Expected graduation:*
2027

User Experience Extensive

Program

Create College, Tel Aviv
2021-2022

Foundation Visual

Communication

Vital College, Tel Aviv
1998-1999