

Dekel Factor

Product designer.

Product designer who **owns products end to end**, from research and product definition to polished, implementation-ready experiences. **Twelve years leading retail teams** shape how I design complex, operational workflows, and I **build working prototypes with AI tools** to validate decisions early.

SELECTED WORK		dekelfactordesigns.com	
01	02	03	04
DermAid	Tori	Season	Open Stage Jam
AI-assisted dermatology	Retail SaaS / ERP	AI fashion e-commerce	Real-time queue app

Experience.



2024 – PRESENT

Dekel Factor Designs · Independent projects

Independent Product Designer

- **Open Stage Jam, real-time queue app for open mic nights:** led it end to end, from research with performers and hosts to a fully functional, near-launch product built with AI tools. Chose host approval over an open list to keep nights curated, with sign-in and real-time sync.
- **Season, AI fashion e-commerce:** owned product direction across research, UX, UI and build over an 8-month cycle, designing color matching and 360° try-on. Kept onboarding moving by letting users choose a model instead of uploading a selfie, with the paywall only after their first try-on.
- **Established an AI-assisted design-to-build workflow** with Claude Code, Figma Make and Lovable, so designs become working, testable prototypes early and hand off as real behavior.



2023 – PRESENT

Urbanica Station · Fashion retail

Assistant Store Manager

- **Helped the store win the company award for employee retention** by coaching a team of 8 to 12, extending average tenure from 2 to 3 months to 8 to 12 months.
- **Redesigned daily service and operational workflows** across inventory, CRM, ERP and POS systems, turning recurring friction into clear processes and actionable requirements.



2023 – 2025

Netcraft Academy

UX/UI Design Certificate, Solo Concept Projects

- **Tori, retail SaaS / ERP:** interviewed 20 retail staff across five roles and found managers running up to four ERP systems in parallel. Designed one platform with role-based dashboards, turning seasonal inventory transfers into a guided wizard that became a reusable pattern for other complex tasks.
- **DermAid, AI dermatology:** 10+ interviews and a review of four leading apps showed none connected users to a doctor. DermAid closes that gap, linking each scan to the right specialist through in-app chat and calls, and reframing the result as a next step, not a verdict.



2012 – 2020

Dead Sea Premier · Dallas and Los Angeles

Sales & Service Representative

- **Built a loyal base of returning customers** by quickly identifying each person's needs and pain points and matching them with the right product.

Contact.

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PORTFOLIO
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LINKEDIN
linkedin.com/in/dekel-factor
LANGUAGES
Hebrew, English (both native)

Skills.

DISCIPLINE	
● Product design	● UX research
● Interaction design	● Design systems
● Prototyping	
METHODS	
● User interviews	● Journey mapping
● JTBD	● User flows
● Wireframing	● Usability testing
● Accessibility (WCAG AA)	
● AI-assisted prototyping	

Tools.

DESIGN & PROTOTYPING	
 Figma	 Figma Sites
 Framer	 LottieFiles
 Adobe Creative Cloud	
AI PROTOTYPING & BUILD	
 Claude Code	 Figma Make
 Lovable	 Base44
AI IMAGE, VIDEO & AUDIO	
 Higgsfield	 Seedance
 ElevenLabs	 Nano Banana
 Descript	 Pika Labs

Education.

UX/UI Design Certificate	
Netcraft Academy	2023 – 2025
UX/UI Portfolio Refinement Workshop	
Dagola	2025
Advanced AI Image & Video Generation	
Independent training	2025 – 2026
AI Image, Video & Audio Tools Workshop	
D Masters	2026
Fine Arts & Graphic Design	
Ort Tivon (high school)	2006 – 2009