

Rita Dubov

Senior Product Designer

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[LinkedIn](#) | [Portfolio](#)

EXPERIENCE

Payoneer, Israel — Senior Product Designer

Dec 2022 – Present

- Owned multiple strategic domains, including **Pricing & Monetization**, **User Management**, and **Communication Strategy**, partnering closely with Business and Product Management. Designed a **gated onboarding flow** that filtered out 31% of non-E50 users, improving customer quality and reducing operational, KYC, and risk costs.
- Delivered a solution for **social platform integrations** that safeguarded \$20M+ in annual revenue.
- In **User Management**, designed flows that significantly increased the number of account holders with multiple connected users, reduced support ticket volume, and enabled acquisition of critical ICPs.
- Developed clear interaction flows, documentation, and onboarding guides to support cross-functional implementation and scalability.

Uniper Care, Israel — Product Designer

Nov 2020 – Dec 2022

- Worked on a cross-platform solution designed to address depression, loneliness, and social isolation among the elderly population. Customized designs for consistency across TV, tablet, and web, including a complete redesign of the web product.
- Designed both the member-facing experience (for users with low digital literacy) and the management software (to simplify member management and content creation).
- Contributed to the company's rebranding project by creating new marketing materials, magazines, and a customer portal.

Panda Design, Israel — UX/UI Designer

Aug 2019 – Nov 2020

- Delivered end-to-end product design for fintech and e-commerce startups, from user research and branding to launch-ready UI.
- Conducted competitive analysis to guide design strategies that matched market positioning and user expectations.

One Digital, Israel — UX/UI Designer

Mar 2019 – Aug 2019

The Spark, Israel — UX/UI Designer

Mar 2017 – Mar 2019

EDUCATION

Ufa State Petroleum Technological University, Russia — Specialist Diploma (5-year) in Communications and Public Relations

SEPT 2006 - JUNE 2011

SKILLS

Strategic & Product Design:

Product strategy, monetization strategy, interaction design, information architecture, go-to-market strategy

UX Research & Analysis:

Qualitative & quantitative research, usability testing, A/B testing, data-driven design

Collaboration & Leadership:

Stakeholder management, cross-functional leadership, design system management

Tools: Figma, Sketch, Miro, Adobe Creative Suite, Jira, Amplitude, UnitQ, Visily, Base44

LANGUAGES

English – Fluent
Russian – Native
Hebrew – Fluent
French – Beginner