

Nimrod Ashkenazi

Product design Manager, UX designer, UX mentor & lecturer

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I am a product design manager, UX designer, mentor, and lecturer with over 20 years of experience, with expertise in designing AI tools and multi-layer experiences. I have a strong background in creative, user-centered design for global companies and startups (B2B, B2C, consumer electronics, etc.). I am passionate about generating innovative ideas and crafting compelling user experiences that drive product development.

PROFESSIONAL EXPERIENCE

[Tabnine](#)

Head of UX UI & Product Design

Feb 2022 - Present

At Tabnine, an AI-powered tooling company serving over 1 million developers, I lead design initiatives that integrate AI into 80% of our customers' code production.

My role includes:

- Team Leadership: Manage a freelance team of UX/UI designers, a UX writer, and a motion designer.
- UX Innovation: craft innovative user experiences and help establish new best practices in AI-driven UX/UI solutions.
- Strategic Design: leverage design as a business tool by identifying user and business needs and crafting UX solutions that drive value and impact
- Workflow Integration: embed structured UX processes within agile development, ensuring seamless collaboration between product and engineering teams
- Design Systems: build solutions from scratch to state-of-the-art implementations

[SCE](#)

Interactive design Lecturer

Sep 2024 - Present

Teach a one-semester interactive studio for 4th-year Visual communications students on multi-layer, multi-platform interaction experiences. Developed the course from scratch in collaboration with the Architecture Department.

[Elbit](#)

Head of UX UI & Product Design – Elisra, C4I & Cyber Divisions

Sep 2017 - Feb 2022

Managed cross-organizational product design (including HFE) for diverse products as the design manager in two of Elbit's divisions, serving as a key partner in establishing the design team.

My role included:

- Leading the design strategy to align business and design goals.
- Managing an internal freelance studio along with 4–5 design agencies, overseeing a combined team of 20+ UX/UI designers.
- Overseeing all design processes (budget, schedule, quality, client communications) for approximately 30 projects at a time.
- Building and maintaining design infrastructures such as style guides, design patterns, and documentation tools

[Consultant](#)

UX Designer - Strategic UX for Digital and Hardware Businesses

Sep 2017 - Feb 2022

Delivered tailored UX solutions for startups and high-tech companies, aligning user needs with business objectives.

[CareerFoundry](#)

UX Mentor

Aug 2020 - Feb 2022

Guided aspiring UX designers by sharing practical insights and aligning projects with long-term career growth.

[Shenkar](#)

Oct 2017 - Present

UX Lecturer & Mentor * Achieving excellence award

An annual course in characterizing the user experience of digital interfaces, as part of the new media design department: Building the course from scratch, collaborating with complementary courses to create as holistic and broad learning experience as possible

[HPE](#)

2016 -2017

Senior UX Designer - Network Virtualization

Network Virtualization software enables you to capture and emulate real-world network conditions, so you can carry out performance tests and analyze test results to detect and remediate performance bottlenecks before deployment

My role includes:

- Analysis of system and users' needs
- Workflows & User stories
- Wireframing & prototyping
- Development guidelines
- User testing – performing & analysis

[Browzwear](#)

2015 - 2016

UX Designer, Product Manager – "Smart Design"

Browzwear develops 3D solutions that make fashion designers, developers, and marketers more creative and efficient – through the power of 3D technology. "SmartDesign" offers a vast selection of pre-configured smart templates, that can be accessed from several products, so all the design decisions can be seamlessly transferred from one silhouette to another and viewed as 3D simulations in real-time

My role included: End-to-end Product / Project / Client (Adidas) Management, UX design, QA

[BitBite](#)

2014-2015

UX & Product Design Leader

BitBite was a wearable seed phase start-up. I Lead the creative fields – UX (app & web) and product design: user journeys, personas, workflows, design (art directing) etc. In addition to marketing activities – research, social media activities (digital), conferences , presentations, press releases etc.

[Paradox](#)

2009-2014

Senior Design Lead, Innovation Committee Lead

Paradox innovation is a global manufacturer for home security and Home Automation products, based in Canada & Israel

[Modu](#)

2008

Industrial Design Manager

Modu was a start-up company based in Israel and Korea, that launched a new personal communications products Eco-system concept

[Taga](#)

2005-2008

Industrial Designer

Taga is a leading product design and development firm

EDUCATION

[M.Des](#)

2009-2012

Design Management

Bezalel Academy of Arts and Design
* Achieving excellence award

[UXV](#)

2015

Israeli User Experience Certification

Tal Florentin / John Brice

[B.Des](#)

2001-2005

Industrial Design

Shenkar College of Engineering and Design

[PMC](#)

2010

Projects Management Certification

While working at paradox

Military

1996-1999

IDF (Israeli Defense Forces) conscript military service. Team sergeant in an intelligence field unit

Interests

- Shotokan karate do – black belt, Formal instructor (Wingate Institute)
- Painting