

# MASHA LEVINE

PRODUCT

DESIGNER

## About me

I'm a Product Designer with over 4 years' experience leading end-to-end design for complex systems across B2B and B2B2C. I specialise in SaaS products (desktop and mobile) and work closely with Product, Engineering, and QA teams to translate technical complexity into clear, scalable user experiences, with a strong focus on pixel-perfect UI.

I'm seeking a role where I can apply strategic-, research-, and data-led design to complex products, contribute to meaningful business outcomes, and work closely with a collaborative product team.

## Skills

### DESIGN

- End-to-end product design (discovery → delivery)
- User research: qualitative & quantitative
- Information architecture + user flows
- AI-assisted prototyping and design workflows
- Design handoff and implementation support
- Maintaining design systems and scalable components
- Accessibility ([WCAG 2.2](#))

### SOFTWARE

Figma Figma Make Jira Illustrator

### LANGUAGES

English: native Hebrew: fluent

Russian: professional proficiency

## Volunteering

### SURF INSTRUCTOR · HAGAL SHELI

Hagal Sheli is an Israeli foundation which provides educational and therapeutic surf programs for at-risk youth and trauma survivors. Teaching surfing allows me to contribute in a meaningful way, using something I love to make a positive impact.

## Experience

### PRODUCT (UX UI) DESIGNER · iCOUNT 2022 — current

Product Designer working on a large-scale, complex SaaS platform for freelancers and small business owners, with a strong focus on compliance and user trust. Full end-to-end ownership of feature lifecycles.

- Designed and launched Sign, a digital signing product **built from zero to production**, supporting secure document flows end-to-end.
- Redesigned and shipped a POS tablet application supporting real-time sales and inventory management; **optimised core flows and reduced item-to-cart time from ~5 seconds to ~1 second**.
- Led a cross-team rebranding and renaming process for our US expansion, combining quantitative user research and strategic brand positioning **resulting in a board-approved name and launch messaging concept initiated**.
- Designed and maintained scalable UI components and patterns to support consistency across a growing design system.
- Partnered closely with our Product Manager to define problems, prioritise opportunities, and align design decisions with business goals.

### FASHION PRODUCT SPECIALIST · AMAZON 2019 — 2022

The Fashion Product Specialist (FPS) team worked within a fast-paced, metrics-driven environment supporting all fashion related products across Alexa Style.

- Redesigned an internal program interface based on surveys, interviews, and usability testing, resulting in a **15% increase in team testing speed**.
- Team Lead for the **Alexa Style Hackathon (2020)**; led ideation, prototyping, and presentation of a new Alexa feature, **winning the People's Choice Award**.
- Consistently achieving over 100% monthly quota.

## Education

### MASTER OF DESIGN FUTURES (RESEARCH)

RMIT University, Australia

Part time, online. Expected graduation: 2027

Focus: human-centred design, research, leadership, strategy

### DIPLOMA: USER EXPERIENCE AND USER INTERFACE DESIGN

Shenkar College of Engineering and Design, Israel  
2020 - 2021

### BACHELOR OF FASHION DESIGN (HONOURS)

RMIT University\*, Australia  
2014-2017

\*Shenkar College equivalent