

PROFESSIONAL SUMMARY

- Lead and Mentor the Creative team
- Senior UX/Product Designer with 10+ years of experience designing complex B2B SaaS platforms, including Fintech and cybersecurity systems.
- Expert in building full-scale design systems, executing User Research and A/B testing, and delivering data-driven UX across responsive web and mobile applications.
- Proven leader in cross-functional collaboration and high-impact design delivery.

CORE COMPETENCIES

- UX/UI Design (Web & Mobile)
 - B2B SaaS & Fintech Platforms
 - User research and A/B Testing & Optimization
 - Data-Driven Product Design
- Design Systems (Figma, Sketch)
 - Prototyping & Usability Testing
 - Cross-Functional Collaboration
 - Agile & Scrum Methodologies

PROFESSIONAL EXPERIENCE

- **Akamai (formerly Guardicore)**
Senior UX Designer | 2020 – 2023
 - Led UX for a global cybersecurity SaaS platform in collaboration with product, R&D, and data teams.
 - Built a complete end-to-end Figma design system: style guides, grid systems, component libraries, and interaction patterns.
 - Conducted A/B testing on high-impact user flows for thousands of users, increasing adoption and engagement.
 - Ensured accessibility and responsiveness across platforms with pixel-perfect implementation.
- **AT&T**
Senior UX Designer (External Studio) | 2017 – 2019
 - Designed responsive UX for B2B SaaS interfaces, from research to final delivery.
 - Created wireframes, prototypes, and conducted usability tests to refine user journeys.
 - Integrated user data and feedback to enhance task flows and efficiency.
- **Amitay W Studio**
Founder & UX/Product Consultant | 2014 – Present
 - Delivered end-to-end UX projects for startups in SaaS, EdTech, and digital services.
 - Specialized in UX strategy, branding, and conversion-oriented interfaces.
 - Applied A/B testing and behavioral data to optimize flows and KPIs.
- **Be.Creative Lab**
VP Creative | 2011 – 2014
 - Designed hybrid physical-digital UX experiences in gaming and interactive toy ecosystems.
 - Co-creator of modular interface tools; registered patents for user interaction technologies.
- **Unisfair & YCD Multimedia**
Creative Director (Early Career) | 1999 – 2009
 - Led UI/UX for digital media systems and enterprise virtual environments.

EDUCATION

- Gerrit Rietveld Academy, Amsterdam – B.A. in Art & Design
- Royal Netherlands Academy of Arts and Sciences, Utrecht – Design Studies

PORTFOLIO & PATENTS

- Portfolio: www.amitay-wainztein.com
- Holds patents in Toys innovation, optics, mechanical design, and digital interfaces.