LION BLAU

PRODUCT DESIGNER

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Senior Product Designer with 7+ years owning 0→1 products and real-time systems end-to-end. Founding designer of a 4-product platform scaled to 13M+ users (7.5M monthly actives at peak) — built the design system, set the design practice, and turned dense financial and transactional data into interfaces people act on with confidence. I work embedded with engineering, ground decisions in research and analytics, and ship fast with AI woven through my process.

PROFESSIONAL EXPERIENCE

Product Designer, Dropee (formerly Tropee) Tel Aviv — 11/2022–current

Sole design owner of a 4-product consumer platform serving 13M+ users and peaking at 7.5M+ MAU — from onboarding and discovery to real-time transactional experiences

- Built Dropee's design system from scratch — components, tokens, interaction patterns — and made it the single source of truth across all 4 products.
- Designed real-time bidding and transaction flows powering 100+ weekly events, 100K+ participants, and $100K+ in transaction volume — balancing urgency, trust, and clarity at scale.
- Designed the core loop and daily systems — Daily Combo, Daily Quests, Question of the Day — through a period when daily active engagement rose 12%.
- Designed the recurring live-event surfaces — progress, reward states, and claim moments — as a reusable system across web and mobile at 1.5M+ peak DAU.

Independent Product Designer (UX & UI), Freelance Tel Aviv — 02/2019–current

Selected client projects across consumer, fintech, and AI products — from discovery through developer handoff.

- Designed and shipped Israel Monitor — a real-time intelligence platform aggregating live data feeds into one operational interface for fast decision-making under information overload. Built end-to-end: React, TypeScript, Supabase, Mapbox.
- Designed Portal, a consumer fintech product that turns complex transactions into clear, guided decisions — surfacing fees, outcomes, and risks so non-experts act with confidence.
- Shipped 8+ products from concept to production by combining design with full-stack, AI-assisted prototyping — bridging design and engineering in resource-constrained environments.

Design Lead, ThePowerHouse Berlin — 01/2018–02/2019

- Designed functional prototypes for wearable technology under strict physical and digital constraints — resulting in 3 patents.

Junior Designer, Earlier Career Paris — 2011–2017

- Designer at Paco Rabanne, ATTO, and Balenciaga — foundational craft in composition, colour, and typography, now applied directly to product UI.

EDUCATION

MA Critical & Creative Analysis, Goldsmiths, University of London — 2019–2020
BA Visual Arts/Fashion Design, Royal Academy of Fine Arts, Antwerp — 2007–2011
Certificate UX Design, CareerFoundry, Berlin — 2021

SKILLS

Product & UX: End-to-end product design, consumer & fintech products, real-time dashboards, data visualization, discovery & research, rapid prototyping, usability testing, interaction design

Visual, UI & Interaction: Typography, grids, component design, responsive layouts, dark/light modes, motion & micro-interactions

Systems & AI: Figma (Auto Layout, Variables, Components, MCP), design tokens & component libraries, AI-assisted workflows, bridging design & development

Process: Agile, wireframing, experimentation, developer handoff, cross-functional collaboration

TOOLS & LANGUAGES

Figma, Claude Code, Base44, Lovable, WEAVY.AI, Perplexity, Scenario.AI, Linear, Jira, After Effects, Origami
English fluent · German fluent · Hebrew fluent · French professional