NIZAN ZAHAVI

Director of UX | UX Leader

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PROFESSIONAL SUMMARY

Highly accomplished UX/UI leader with 20+ years of experience, including 6+ years of people management, and hands-on work in prototyping and user research, with specialization in cybersecurity.
I lead strategic design initiatives that enhance usability and deliver measurable business impact across enterprise-grade solutions. Developed and scaled design systems, improving consistency and reducing design time by ±40%, significantly accelerating development. I've built and mentored global UX teams, fostering their growth and development, defined company-wide design strategies, and collaborated closely with engineering, product, and external partners to deliver practical, user-centered solutions.
Started as a developer and DEV team lead – developed in C++, and .NET C#.

CORE SKILLS

UX Leadership | Enterprise Product Design (B2B, SaaS) | Design Systems & Visual Language | Team Management & Mentorship | User Research & Usability Testing | Lovable AI | Figma Make | Agile/Scrum | Excellent communication and presentation skills | Problem Solving | Attention to Detail

Tools: Figma, Figma Make, Lovable, Sketch, Adobe Suite, InVision, Abstract, Balsamiq, Axure
Languages: English (Fluent), Hebrew (Native)

PROFESSIONAL EXPERIENCE

Deep Instinct, Director, UI/UX | 2021 - Present

- Lead UX strategy and design execution across all product lines in an AI-driven cybersecurity company
- Created scalable design infrastructure in Figma and formalized design standards
- Directed cross-functional design system initiatives, including partnerships with external design teams
- Designed and delivered full web and mobile application experiences using Figma and Figma Make, creating high-fidelity interactive prototypes that accelerated product decision-making
- Collaborated across R&D, Product, and Marketing, and led usability validation for new concepts
- Recruited and mentored a new designer to the team
- Built several fully functional web and mobile applications during my personal time using modern AI-driven development tools (ChatGPT, Lovable, Figma Make)

Forcepoint, Manager, UX | 2016 - 2021

- Recruited, managed and mentored a distributed international UX team focused on data security products
- Defined personas, workflows, and user needs for cyber threat intelligence products, which improved product clarity and feature adoption
- Conducted user research and iterative prototyping, refining concepts into high-fidelity designs
- Created data-driven designs leading to a more intuitive user experience and reduced support inquiries

Websense (acquired by Raytheon), Manager, UX | 2007 - 2016

- Led UX for DLP solutions, collaborating globally to unify product experiences
- Delivered end-to-end design from wireframes to pixel-perfect prototypes; conducted extensive usability testing that informed critical iterations and improved final product reception
- Advocated for user-centered design in an enterprise product environment

Earlier roles | 1999-2007

- Led UI teams and developed enterprise applications at Check Point, PortAuthority Technologies, and other companies, combining hands-on design with development in C++, .NET, and system analysis

EDUCATION

Tel Aviv University, B.Sc. Computer Science, Statistics and Operations Research with excellence in Information Systems, System Analysis, Computer Graphics