



[LinkedIn](#) • [Portfolio](#) • [Blog](#)
052-7222773
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EDUCATION.

'Wizo Design Academy' [2006-2011]

Visual Communication | B.Ed.Des degree
(Graduated with excellence)

SKILLS.

- Design Leadership & Mentorship
- AI-Driven Design & Workflows
- Cross-Functional Collaboration
- Strategic & Systems Thinking
- Frontend Awareness (HTML, CSS) & Dev Collaboration
- End-to-End Product Design
- Design Systems & Scalability
- KPI & Outcome-Oriented Execution
- User Research & Data-Driven Decisions

MILITARY SERVICE.

Soldier Teacher [2003-2005]

Organized and managed the youth department at the Community Center. Trained and supported courses for "Young Leadership"
(Awarded a Certificate of Excellence)

PRODUCT DESIGN TEAM LEAD

Hello I am

Malki Wiegner

Leading teams and shaping product direction in complex environments. Focused on scalable design solutions, AI integration, and measurable business impact. Exploring and writing about how design shapes behavior, decision-making, and product impact.

WORK EXPERIENCE.

Spot by NetApp

Team Lead / 2022 - present

- Lead AI-driven design initiatives, integrating AI into product experiences
- Manage and own the full design lifecycle for key product areas
- Mentor and grow the design team, improving quality, velocity, and team impact
- Partner with product and engineering leadership to drive strategy and execution

Senior Product Design & Guild Lead / 2021 - 2022

- Gather design guild members for alignment, learning, and mentoring.
- Establish design standards and alignment across teams through the design guild.
- Lead the creation of a scalable design system and component library
- Partner with engineering to ensure feasible and high-quality implementation
- Oversee the end-to-end design process, from concept to delivery.
- Communicate design decisions clearly to stakeholders at all levels.

'Smilebox' | Perion Network Ltd.

Senior Product Design (2020 - 2021)

- Provided user-centric solutions for the product that aligned with business goals.
- Created a holistic and fresh new look & feel for the 'Smilebox' products.
- Collaborated with key stakeholders such as developers, product and Marketing.

'XIV' | IBM

UX/UI Designer (2014 - 2019)

- Maintained a solid understanding of user-centered design principles.
- Specified UX/UI aspects of products in the portfolio
- Acted as a design team Scrum Master in an agile environment
- Utilized research methodologies and created mockups from concept to detailed design, ensuring alignment with user needs and business goals.

'Platforma Creative Branding'

Graphic Designer [2012-2014]

- Developed brand concepts aligned with client goals and positioning
- Established visual guidelines to ensure consistency across touchpoints

'Wizo Design Academy'

Graphic Designer [2010-2011]

- Developed exhibition concepts and brand identities, including designing event invitations, brochures, and other promotional materials.