# Gal Frachtenberg

## Product Designer · UX/UI · Design Systems

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Product Designer with 3+ years of experience in digital design and a degree in Visual Communication (Honors). I combine a strong visual design background with hands-on experience creating digital products for B2B and B2C audiences.

With a strong foundation in UI design and design systems, I enjoy bringing structure to complex products through intuitive interfaces, scalable components and thoughtful interaction details. I'm also passionate about exploring AI-powered workflows to improve the way we design and build.

## 01 EXPERIENCE

### Product Designer · 5IVE UX

Nov 2025 – Present

UX/UI design agency for complex digital products

- Designed 3 medical and travel products from concept to implementation, presenting to clients and building comprehensive design systems alongside their interfaces.
- Maintain and scale existing design systems for live products, auditing consistency and refining components, variables and design tokens into clean, reusable assets.
- Design UI solutions for B2B and B2C products across 6+ industries, translating complex requirements into intuitive, polished interfaces.
- Create responsive layouts and interactive prototypes, collaborating directly with developers to ensure accurate implementation.
- Bring products to life through micro-interactions, UI animations and custom product mascots that add personality to the user experience.

### Visual Designer · Perform!

2023 – Present

Creative agency

- Designed campaign assets, motion graphics and event visuals for diverse clients, adapting concepts to different brands, audiences and platforms.

### Product & Visual Designer · RaaS

2025

Sustainability startup

- Led design at an early-stage startup, owning UI and visual design for its e-commerce platform, brand assets and pitch decks.

## 02 SELECTED PROJECTS

### ICU Nutrition Monitoring

Healthtech

Hospital tablet app that tracks whether ICU patients receive all the nutrients they need, designed to strict medical standards for sizing, color and readability.

### Self-Service Lung Test

Healthtech

Turned a technician-led lung exam into a patient self-service flow, with an animated mascot that guides breathing and keeps patients motivated.

### AI Litigation Analytics

Legal tech · AI

Data-heavy platform that predicts the odds of winning legal motions; designed a brand-new AI mode for the product.

## 03 EDUCATION

### Visual Communication Degree

2021 – 2025

Minshar School of Art · Graduated with Honors

### BA Art History

2021 – 2025

The Open University of Israel

## SKILLS

Product Design · UX/UI Design · Design Systems · Design Tokens · Interaction Design · Prototyping · Responsive Design · Visual Design · Typography · Component Libraries · Motion Design

## INDUSTRIES

Healthtech & Medical · E-commerce · Cybersecurity · Enterprise SaaS · Travel · Legal tech · AI products

## TOOLS

Figma (Advanced): Auto Layout, Variables, Components

Jitter

Adobe Illustrator, After Effects, Photoshop, InDesign

## AI-POWERED WORKFLOW

**Claude**
Design system organization and component structure

**ChatGPT**
UX copywriting, mascot and character development, presentation support

**Figma AI Agents**
AI-assisted micro-animations

## LANGUAGES

Spanish — Native

Hebrew — Fluent

English — Fluent