

# Nir Katz

Product Design Leader

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## WORK EXPERIENCE

### LinkedIn 2022–Present

- **Staff Product Designer & Design Lead 2026**
  - Led and mentored designers across LinkedIn's Data Growth & Signals domain, driving end-to-end design strategy, execution, and future-state planning for complex, multi-system experiences.
  - Delivered high-impact design solutions through deep craft, systems thinking, and close partnership with product and engineering.
- **Product Design Manager 2025–2026**
  - Scaled the Ads Measurement design team from 2 to 5, leading and developing designers from junior to principal level while overseeing day-to-day execution and driving strategic planning with product and design leadership.
  - Led large-scale initiatives that improved advertiser measurement experiences across multiple product areas.
  - Championed cross-team collaboration by launching initiatives that improved alignment within the design org.
- **Lead Product Designer 2022–2025**
  - Led end-to-end design for advertiser measurement across LinkedIn Marketing Solutions, from high-level ideation through detailed design and implementation, in close partnership with product and engineering.
  - Started with a team of 2, managing leadership responsibilities alongside hands-on design work to deliver results.

### Oribi (Acquired by LinkedIn) 2019–2022

- **Lead Product Designer**
  - Started as the sole designer and grew the team by hiring and managing two additional designers, leading all design efforts from defining the design system to delivering all major features that drove product growth.
  - Served as a key stakeholder in product strategy, playing a major role in projects that led to Oribi's acquisition by LinkedIn.

### CWT 2016–2019

- **Senior Product Designer 2018–2019**
  - Led large-scale projects and built the company's design system from scratch, partnering with cross-functional teams to drive implementation and championing design best practices.
- **Product Designer 2016–2018**
  - Designed web and mobile interfaces in collaboration with PMs and engineers.

### OPEN 2015–2016

- **Graphic Designer**
  - Designed and launched the company's website, shaping its visual identity and ensuring brand consistency across teams.

## EDUCATION

### Bezalel Academy of Arts and Design

(2012–2016)

**B.Design in Visual Communication**  
Specialization in Interaction Design and Typography

## RELEVANT PROFESSIONAL KNOWLEDGE

### Skills

- UX & UI
- Visual Design
- Typography
- Interaction Design
- Prototyping
- Information Architecture
- Design Leadership
- Strategic Product Thinking
- Illustration
- Motion Design
- Animation

### Tools

- Figma
- AI coding tools (Figma Make, Claude Code, Cursor)
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Procreate
- Lottie

### Languages

- English (native)
- Hebrew (native)
- Spanish (basic)