Reut Lazar

Senior UX/Product Designer | Automotive & Design Systems

Design leader with 15+ years driving impactful product innovation across automotive, telecommunications, and healthcare industries.

Expert in building scalable design systems, leading cross-functional teams, and mentoring emerging designers. Specialized in complex system design with deep expertise in accessibility and user-centered design principles.

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Available for remote
Freelance / Contract
Part-time
Full overlap with CET working hours

Lead Product Designer | Harman (Samsung) Israel

(Mar 2020 – Mar 2025)

Led UX and product design for next-generation automotive solutions, managing multiple concurrent projects across the full product lifecycle.

Designed complex system interfaces end to end: user flows, wireframes, high-fidelity UI and interactive Figma prototypes, balancing innovation with usability.

Built and maintained a scalable design system that improved consistency across products and team efficiency.

Collaborated directly with Harman's automotive OEM clients, including the Stellantis group, and with product managers and engineers in Agile/Scrum teams (Jira, Confluence).

Presented UX/UI trends and industry research to executive leadership, elevating design thinking across the organization.

Freelance Product Designer | Major Clients: XRHealth, BidID

(2008 – Present)

Design web and mobile products for startups and established companies across healthcare, fintech and tech.

Build and scale design systems from the ground up; support UX research and front-end implementation for consistent user experiences.

Lead Marketing Designer | RAD Data Communications

(Dec 2009 – Aug 2014)

Directed visual design for brand and marketing communications across print and digital; led the company rebrand and its brand guidelines.

UI Designer & Accessibility Lead | AT&T Israel

(Sep 2015 – May 2018)

Accessibility lead: ensured WCAG compliance and coached UX/UI teams on accessible design practices.

Designed interfaces for enterprise web and mobile applications, including security systems and cloud platforms.

Built and governed the company's design system, improving consistency and development velocity.

Teaching

Lecturer in UX/UI, SaaS Design and Creative Thinking – Reichman University, SCE – Shamoon College of Engineering, Netcraft Academy
(Sep 2023 – Present)

Lecturer in Interactive Design – Studio 6B & HIT
(Sep 2019 – Mar 2021)

Education

MA, Human-Computer Interaction

Reichman University
(2025 – Present). Research includes designing and running user studies.

B.Des, Bachelor of Design

Bezalel Academy of Art and Design
(2001 – 2005)

Design Sprint Facilitator

RED-ID, Google certified (2021)

Expertise

UX & product design: user research, user flows, wireframes, interactive prototypes, UI design, responsive design across web, mobile, in-vehicle and VR

Design systems: architecture, governance and component libraries

Accessibility: WCAG compliance and accessible design coaching

Ways of working: Agile/Scrum, cross-functional product teams, OEM client collaboration, design sprints, translating complex systems into user-friendly experiences

Tools & Technologies

Tools: Figma (design systems, UI, prototyping), Jira, Confluence, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML/CSS, AI design tools

Languages

Hebrew- native

English - fluent

Arabic - basic