

Katherine Chaleff

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[LinkedIn](#)

[Portfolio](#)

PROFESSIONAL SUMMARY

Experienced American-Israeli product designer specializing in intuitive, scalable user experiences for complex systems and AI-driven consumer products for international markets. Known for asking the right questions, I blend analytical thinking and creativity to turn deep user insights into impactful product decisions.

WORK EXPERIENCE

Product Designer

Similarweb, Practicum

2025

Givatayim, Israel

- Led product experience improvements for a high-impact platform area, identifying key user pain points and translating them into clear product direction
- Owned features end-to-end from discovery through final design and handoff, driving usability and conversion improvements
- Used AI tools to accelerate research, ideation, and iteration across the design process
- Collaborated cross-functionally and contributed to a large-scale design system (Figma, Storybook, Jira, Cursor, Notion)

Product Designer

retrain.ai, Contract

2023 - 2024

Tel Aviv, Israel

- Designed B2B and B2B2C products, including AI-powered features, dashboards, and core user flows
- Translated complex workflows into intuitive desktop and mobile experiences using an established design system
- Led product localization (Hebrew → English) to support U.S. market expansion

Product / Marketing Designer

UX Writing Hub

2022

Tel Aviv, Israel

- Created UX content and campaigns, using analytics and user feedback to improve flows and messaging across products
- Scaled a global UX writing community from 15K to 20K+ members (+15% engagement)

PROJECTS

NotAZombie Dating — Founding Designer

2023 - Present

- Co-founded and leads end-to-end design for an AI-powered dating app with a novel interaction model. Responsible for custom design system and AI-assisted front-end implementation

EDUCATION

Reichman University

Master of Arts in Human-Computer Interaction

2026

Herzliya, Israel

Brown University

BA in Judaic Studies, Informal Minor in Human-Computer Interaction

2021

Providence, RI, USA

Rhode Island School of Design — cross-registered coursework as part of Brown degree

TECHNICAL SKILLS

LANGUAGES English (Native), Hebrew (Advanced)

SKILLS Product Design, UI/UX Design, Interaction Design, Data Visualization, UX Writing, User Research, UI Design, Usability Testing, A/B Testing, User Interviews, Competitive Analysis, Localization

SOFTWARE Claude Code, Cursor, Figma, Base44, LLMs (Claude, Gemini, ChatGPT, etc.), Miro, Mixpanel, Fullstory, Notion, PostHog, Jira, Storybook