Moran Barkai

Senior Product Designer

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ABOUT ME

13 years of full design ownership across B2B, B2C, and AI-native products.
At Melio, I designed Approval Workflows and payment tools for 100K monthly active users.
Before that, I founded and owned Wix's Editor Design System, then took Sticklight from zero to production in 4 months.

EXPERIENCE

2025 - 2026
Ramat Gan, Israel

Elementor

Senior Product Designer

- **0→1 AI product:** First designer in Sticklight, a new Elementor business unit building an AI-native vibe-coding product, taking it from early concept to live product in 4 months. Established the core product structure and designed across the platform, from workspaces and publishing flows to AI-native features such as version history and security scanning. The product grew to 31K+ users, 500+ paying users, and 63K+ projects.
- **Evolving a live product:** Joined the AI Site Planner team shortly after its first release and shaped its evolution through user feedback, adding design and layout capabilities and inline editing before users entered the main WordPress editor.

2022 - 2024
Tel Aviv, Israel

Melio

Senior Product Designer

- **B2B payments at scale:** Designed and shipped core Accounts Payable features for 100K monthly active users, including Approval Workflows and Recurring Payments, from user research through execution.
- **White-label platform:** Built core parts of a white-label payment platform that enabled Melio to build reusable payment products for its own users and business partners. Designed core capabilities including Batch Payments, helping shift Accounts Payable toward a shared, scalable foundation that became a strategic business engine.

2013 - 2022
Tel Aviv, Israel

Wix

2018–2022 · Senior Product Designer

- **Internal infrastructure:** Sole product designer on the Editor-Platform team, building internal infrastructure that unblocked work for hundreds of PMs and designers company-wide.

2013–2018 · Product Designer

- **Design system:** Founded and owned the Editor Design System (BaseUI), serving over 100 product designers from the UX Guild.
- **Core Editor:** Shipped core Editor features as one of the first 12 designers in Wix's UX Guild, helping build the main product used by millions of Wix users.

EDUCATION

2009 - 2013
Jerusalem, Israel

Bezalel Academy of Art and Design

B.Des - Bachelor of Design · Department of Visual Communication

ARMY SERVICE

2005 - 2007
Israel

Unit 8200

Full service

SKILLS

Professional	UX, UI, Design systems, AI workflows, Prototyping, User testing, Zero-to-one
Personal	Cross-functional collaboration, Presentation
Tools	Figma, Claude, Claude code, Cursor, Gemini
Languages	Hebrew (Native), English (Fluent)