

Tamar Segura Product Designer | Consultant | Lecturer

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Current Design Lead at an emerging business intelligence startup, with over a decade of experience working, studying, and teaching in the interactive design industry. Driven by a conscious, detail-oriented design approach, and drawing strength from my diverse interdisciplinary background, I strive to provide both my clients and students with wholesome solutions to complex problems. Beyond lecturing on digital product design, I volunteer in mentoring programs and consult for early-to mid-stage digital ventures.

Experience

2022-present

Rupert | Product design Lead

B2B platform, that connects data insights to business actions, enabling intuitive BI consumption, and automate processes across diverse sources.

Joined after seed funding, currently leading the entire product and marketing design domain. This includes working closely with stakeholders to define product strategy, conduct user research, build end-to-end flows, and monitoring shipped experiences for insights and iterations. In addition, my role as design lead at an early-stage company, includes defining workflows, methodologies, and best practices aimed to help the organization scale and work more efficiently.

2021-2022

Similarweb | Senior Product designer

All in one Website analytics & competitive traffic intelligence platform.

Owner of the design discipline as part of a B2C incubation product team aimed at building growth-specific experiences for new product offerings. Close collaboration with product, engineering, and marketing stakeholders, that included defining user flows, visual language, and pixel-perfect designs.

2020-2021

Wix | Senior Product Designer

Web platform for creating professional-looking personal, and business websites with ease.

End-to-end product design of the B2B “Dealer” - an internal Wix platform that enables customizing user experience with personal suggestions and content - from research and ideation, through wireframing and prototyping, to design QA. Responsible for defining and characterizing user journeys and information architecture impacting fundamental product features.

2018-2020

Coro (Coronet) | Product designer

Cloud-based security management B2B platform, in partnership with Lenovo Home and Dropbox

2018

RuchUp | Product designer

Social media, contests and games mobile B2C app.

Teaching

2023-present

Holon Institute of Technology | Lecturer

UX/UI, Interactive Design Workshop - B.Des - Visual Communication

2022-present

College of Management Academic Studies | Lecturer

- Digital Interfaces Lab - M.Des - entrepreneurship & innovation
- UX/UI, Interactive Design Workshop - B.Des - Spatial Visual Communication

2021-2022

The Open University of Israel | Lecturer

Interactive Design Workshop - diploma studies - Digital Design

Education	2019 User Interface Design Create Future School
	2017 User Experience Design Create Future School
	2007-2011 Bachelor of Design interior design Holon Institute of Technology
Consulting	2021-present Consulting early to mid stage startups, providing guidance around product strategy, user needs and solutions, design work flows, best practices etc.
Volunteer Work	2019-present The Product Lounge & Startup Designers' Mentorship Programs Design mentor assisting emerging designers to construct their portfolios, prepare for interviews and home assignments, etc.
	2020-present ADPList Member of a global community of design mentors guiding aspiring designers to find their creative voice.