Product Designer | Consultant | Lecturer Tamar Segura

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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, detailoriented 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 earlyto 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 growthspecific 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

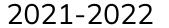
Holon Institute of Technology | Lecturer

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



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 201

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.

