

Asaf Dantes

Senior Product Designer with 15+ years of experience in B2B, enterprise products, and design leadership. Turning research, data, and complex workflows into scalable, intuitive product experiences. Hands-on with AI-driven design and development workflows, Vibe Coding, GitHub, and developer tools.

About me

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Education

Shenkar College of
Engineering and Design
B.A., Visual Communication –
Interactive Media
(2008–2012)

Certification

Design Sprint Facilitator,
RED-ID (Mar 2022)

Army

Israel Defense Forces –
Discipline Sergeant, Bahad 20
(2003–2006)

Languages

Hebrew – Native
English – Fluent



Microsoft | Senior Product Designer

Jan 2024 – Present

- Leveraging AI-driven workflows and Vibe Coding in VS Code and GitHub for design, research, user testing, development, and hands-on contributions through code changes and pull requests.
- Managing a centralized knowledge-base repository that turns insights from research, meetings, forums, conferences, and user testing into data-informed product decisions and roadmap priorities.
- Leading design for Microsoft Fabric, a B2B SaaS analytics platform for developers and analysts, with a focus on CI/CD pipelines, Git integration, repository management, and deployment workflows.



Fiverr | Product Design Team Lead

Feb 2018 – Sep 2023 (5.5 years)

- Managed a team of seven designers across nine product groups, ensuring their growth, well-being, and satisfaction while delivering high-quality design output.
- Partnered with executives and cross-functional stakeholders to deliver end-to-end design solutions from discovery and research to testing, QA, and launch.
- Refined and expanded the company's Design System, improving accessibility, consistency, and scalability across multiple products.
- Conducted user research and usability testing, embedding user-centered principles into the product roadmap and creating impactful new features.



Medallia | UX/UI Lead

Dec 2016 – Feb 2018 (1 year)

- Designed and optimized enterprise e-commerce experiences for global B2B clients (FedEx, Western Union, Frontier, Electrolux), developing multi-platform solutions for real-time feedback on web and mobile.
- Built iOS/Android apps and leveraged text analytics to enable A/B testing, performance monitoring, and insights that improved customer journeys.



MyHeritage | Senior UX Designer

Aug 2013 – Dec 2016 (3.5 years)

- Led design strategy for the DNA product line, delivering intuitive solutions for complex workflows with high-fidelity prototypes, wireframes, and motion mockups.
- Designed native apps and responsive web, ensuring consistent, user-friendly experiences across 42+ languages, devices and platforms.



Balora (NGSOFT) | GUI Designer

Aug 2012 – Aug 2013 (1 year)

- Designed accessible mobile apps and websites for major clients including Partner, Discount Bank, Intel, and AT&T.