

Alisa Tzur

Lead Product Designer · Design System Lead · Design Team Lead

Lead product designer with 10+ years designing complex B2B, fintech and compliance platforms. I redesign products end to end, build and scale design systems, and lead teams from research to shipped code. A leader who still does the work: research, flows, high-fidelity UI, components and code prototypes built with AI tools.

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PORTFOLIO
View portfolio ↗

LINKEDIN
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LOCATION
Kefar Saba, Israel

EXPERIENCE

Senior Product Designer & Design System Lead · Payoneer — 2024 – Present

- Own strategy, roadmap and scaling of Payoneer's design system across products and teams: foundations, design tokens, components, patterns and documentation.
- Run the system as a product: backlog prioritisation, grooming and sprint planning with engineering; drive adoption and design–code parity.
- Led the platform migration to the new design system across multiple product teams, defining rollout order, governance and QA.
- Redesigned platform navigation and information architecture to make a growing product surface scalable and findable.
- Set up team workflows, contribution model and design reviews that raised quality and efficiency across product teams.
- Hands-on daily: design and spec components, build flows and high-fidelity UI, and prototype in code with Claude and Cursor.

Lead Product Designer & Design Team Lead · Shield — 2020 – 2024

- Joined early as the first designer and led the end-to-end redesign of an AI communications-compliance platform used by banks and financial institutions, owning UX and UI hands-on.
- Audited the legacy product and mapped its information architecture, exposing duplicated routes and unclear hierarchy; rebuilt navigation and IA around real compliance workflows.
- Ran discovery: cross-functional interviews, customer interviews and a user survey; defined personas and journeys for compliance officers and control-room managers.
- Designed every core workflow, from wireframes to high-fidelity UI: dashboards, alert monitoring, search, investigations, case management and policy building.
- Led visual direction with the CEO, CTO, Head of Product and Head of Marketing.
- Built the design system from scratch, end to end: foundations, tokens, components and patterns, from Figma library to Storybook implementation with R&D.
- Introduced the team's UX methodology (story mapping, prototyping, feedback sessions) and managed and mentored a team of 2 designers across the Israel and Portugal sites.

UX/UI & Creative Team Leader · E.S.N Global Media — 2017 – 2020

- Led the UX/UI and creative team across web products and marketing campaigns, from concept to launch.
- Built the company's design system from scratch to unify web products and speed up delivery.

UX/UI & Web Designer · AvaTrade — 2015 – 2017

- Designed trading web products and landing pages end to end, UX through UI.

EXPERTISE

Lead product design · Design systems · Product strategy · Information architecture · UX research · Prototyping · B2B SaaS · UX/UI design · User flows · Team management

AI & BUILDING

AI-assisted design · Designer-builder · Prototyping in code

TOOLS

Figma · Storybook · Claude · Cursor · FigJam

EDUCATION

B.Ed, Graphic Design
Seminar Hakibbutzim
2010 – 2014

LANGUAGES

Hebrew	Native
Russian	Native
English	Fluent