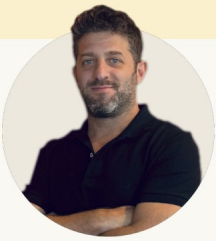
CONFIDENTIAL · Please keep this application confidential.

Federico Dayan



federday@gmail.com | +972-50-444-9973 | federico-dayan.com | LinkedIn | Ra'anana, Israel

Product Design Leader | Strategy, Organizational Impact & AI

Product Design leader with 17 years of experience across complex digital products, marketplaces and B2B SaaS. Leads design across a multi-product portfolio, connecting product strategy, user experience and business priorities. Experienced in building and developing design teams, influencing product roadmaps, and improving how organizations deliver design through research, systems and AI-enabled workflows. Brings a strong foundation in design education, mentoring and cross-functional leadership.

CURRENT ROLE

Gett — Head of Product Design & UX | 2021 - Present

Lead Product Design across a complex mobility marketplace spanning consumer, driver, enterprise and internal operations products, across mobile, web and touch-based interfaces.

- Lead a five-person core design function across Mobile and Web, including a team lead, extended by outsourced UX writers, product designers and sound designers.
- Partner with approximately 20 Product Managers across multiple product groups to align design priorities with product and business needs.
- Led competitive UX research that translated 15 findings into five prioritized product initiatives, influencing the product roadmap in response to Uber's market entry.
- Led the redesign of the driver sound experience, combining UX, audio design and cross-functional collaboration. The initiative improved reported driver satisfaction and coincided with higher ride and delivery acceptance rates.
- Introduced an AI-based design workflow on Claude, with Product Design and Content Design skills connected to the PRD skill, shortening the path from PRD to design output for the team and for every Product Manager across products and domains.

PREVIOUS EXPERIENCE

2019 - 2021	**Gett**	Senior Product Designer
2017 - 2019	**Twist Bioscience**	Senior UX Designer
2014 - 2017	**Wix**	Product Designer
2014 - 2014	**Netcraft**	UI Designer
2012 - 2014	**DoNanza**	UI Designer
2010 - 2012	**Avid**	Virtual Graphics Engineer
2009 - 2010	**Sourcing Up**	Web and UI Designer
2007 - 2009	**Maariv**	Graphic Designer

TEACHING

2017 - 2021	**College of Management**	UX Academic Lecturer
2016 - 2018	**Create**	UI Design Lecturer
2014 - 2017	**Studio 6B**	UX Lecturer

EDUCATION

2018 - 2019	**Create**	Conversion Rate Optimisation
2012 - 2012	**Netcraft**	User Experience Design
2006 - 2009	**Sapir College**	Engineer, Interactive Design

SELECTED APPEARANCES

2026	**UXI Live**	conference talk on treating sound at Gett as part of UX — watch
2026	**Israel Economy Channel (10)**	TV interview on innovation at Gett — watch
2023	**UX on Beer**	Netcraft, Zappa Haifa, on hiring Product Designers — watch

CORE AREAS

Product Design Strategy | Business objectives and OKRs, roadmap influence, product discovery, user research

Design Leadership & Team Development | People management, hiring, growing designers, mentoring, career frameworks, design critique

Design Operations & Influence | Systems, tools, resources, innovation, stakeholder management, executive communication, AI implementation

Products & Markets | B2C, B2B, B2G, marketplaces, enterprise SaaS, mobile, web, touch kiosks, internal platforms

Hebrew, English, Spanish