

Hadar Dolev

Product designer who co-owns the product. I turn user insight into roadmap decisions, shipped experiences, and measurable growth.

WORK EXPERIENCE

Atidot | InsurTech SaaS

Product & UX Designer (promoted from contract) Oct 2023 – Present

- **Drove a 5x increase in sign-ups and cut workflow abandonment 45%** by rebuilding the end-to-end onboarding architecture, the primary lever on client adoption.
- **Co-owned product and design:** set priorities, scoped releases, and aligned Product, Marketing, Sales, and Engineering on what to build and what to cut.
- **Took the platform's core product from concept to launch**, turning **20+ broker interviews** into prioritized user stories and shipped designs.
- **Killed a planned feature** after interviews showed it solved the wrong problem, redirecting engineering capacity to the work that moved adoption.
- **Established a scalable design system** across all client-facing surfaces, cutting design-to-development handoff time; mentored a design intern against it.

UX Designer, Contract Jun 2022 – Jun 2023

- **Drove a 400% increase in web traffic** by redesigning the company website and product pages, aligning information architecture with business goals and user needs.
- **Audited the product for broken user flows and WCAG accessibility issues**, rebuilt the affected UI components, and added them to the shared design library for reuse.

Product Designer, Contract Jun 2023 – Oct 2023

Via.ai | Travel Tech Startup

- **Co-owned the call to kill a finished native app** and rebuild the AI concierge inside WhatsApp, trading visual richness for zero adoption friction and a v1 the team could actually ship.
- **Built the investor prototype** that anchored a successful fundraising round and opened partner conversations with major banks, travel retailers, and a national airline.
- **Defined v1 scope with the founders:** chose the beachhead market and set what the AI agent would and would not do.

Design Methods Teaching Assistant Sep 2022 – Jun 2023

University of Washington Information School

- **Mentored 180+ students** in human-centered design, delivering structured critiques that strengthened their research, ideation, and prototyping.
- **Guided students in building stronger business cases**, helping them align design decisions with user needs.

CONTACT

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SKILLS

Product

Product Strategy, Roadmap Prioritization, MVP Scoping, Requirements Definition, Go-to-Market, A/B Testing, KPI Tracking, Agile

Design

UX/UI Design, Interaction Design, Information Architecture, Prototyping, Design Systems, Conversational & AI Product Design, WCAG Accessibility

Research

User Interviews, Usability Testing, Research Synthesis, Competitive Analysis, Journey Mapping

AI

Claude Code, Lovable, AI-assisted prototyping and front-end build, AI-native product design

Tools

Figma, FigJam, Miro, Adobe Creative Suite, Google Analytics, Apollo

Technical

HTML/CSS, JavaScript, React

EDUCATION

University of Washington

B.S. Informatics, Human-Computer Interaction, Class of 2023
Annual Dean's List, 2020–2023

Leadership

Resident Advisor, 3 years

AWARDS

2023 UW iSchool Capstone Design Award Winner

PUBLICATIONS

Co-author, research paper on self-representation in social and collaborative VR. Honorable Mention, DIS 2023.