

Lee Seligman

Lead Product Designer

Complex Systems & Product Thinking | AI-Native Design Workflow

Lead Product Designer with 6+ years designing complex B2C and B2B products, plus 3+ years of hands-on product management. Combines deep UX craft with product strategy, with a track record of turning complex systems, most recently in Web3 and Fintech, into clear, usable experiences. Owns products end-to-end, from discovery to live coded prototypes, using AI-native design workflows.

Professional Experience

Lead Product Designer & Product Manager, Bancor (Carbon DeFi)

On-chain platform for advanced trading strategies, serving professional traders

Jan 2024 - Aug 2026

- **Reduced friction by ~28%** in complex trading flows through a strategic redesign of core UX architecture and user flows, strengthening user confidence in advanced trading actions.
- **Improved long-term engagement by ~12%** by leading end-to-end design and development of advanced trading and simulation features, from research to live coded prototypes, that reduce cognitive load at high-impact decision moments.
- **Designed the product from zero**, including every screen, dashboard and the design system, and owned product decisions for core trading flows, shaping adoption and sustained usage among professional traders.
- **Partnered with core leadership** on discovery, roadmap prioritization and feature definition, grounded in weekly user interviews, translating complex trading mechanics into scalable decisions aligned with user and business goals.

Lead Product Designer & Product Manager, deweb (BBS)

Web3 social media platform for content creation and community engagement (~100K DAU)

Sep 2020 - Nov 2023

- **Promoted** from Lead Product Designer to Product Manager, bridging visionary leadership, engineering and design, and **translating** abstract ideas into structured **roadmaps** under high ambiguity and ongoing funding pressure.
- **Directly managed** a team of product designers, and later front-end developers, setting direction, reviewing work and raising the team's execution standard.
- Led the full **web-to-mobile** product translation, driving a **~10% increase** in session time, and built web and mobile **design systems** with hands-on Flutter contribution.
- **Designed and launched** core features, including group-based content and video debate threads, increasing user participation and content creation.
- **Built and launched** a production-grade **in-app advertising system**, owning early **monetization** experiments and validating demand for native promotion tools.

Freelance Product Designer

Jan 2016 - Aug 2020

Designed a wide range of visual assets for diverse clients, from medical brochures and informational materials to social media content and branding for lifestyle and consumer brands. Delivered end-to-end design solutions tailored to each client's audience, tone, and business needs.

AI & Automation

- Integrates LLMs, custom AI agents and workflow automations into daily product and design operations.
- Takes ideas from concept to live coded prototypes using AI tools, validating interactions before development.
- Uses AI-assisted workflows for research synthesis, validation, documentation, prioritization and execution support.
- Builds lightweight automations with n8n and Make to streamline cross-functional processes, such as meeting summaries that auto-generate tickets and keep stakeholders updated.

Contact Info

[LinkedIn](#)

[Portfolio](#)

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Education

B.A. in Visual Communication

HIT - Holon Institute of Technology

Class of 2020

Product Management

Google and Reichman Tech School

Class of 2025

Expertise

UX Strategy & Information Architecture

Complex Systems Design

Design Systems

Interaction Design

Live Prototyping

User Research & Usability Testing

A/B Testing

Data-Informed Design

Product Discovery

Design Team Leadership

Tools

Design & Prototyping: Figma, Figma Make, Claude Code (MCP), Antigravity

AI & Automation: Claude, ChatGPT, Gemini, n8n, Make

Analytics: Mixpanel, Google Analytics, Hotjar

Code: Flutter (working knowledge)

Languages

Hebrew - Native

English - Professional proficiency