ROTEM WILLMAN-SHALOM

Senior Product Designer | Licensed Architect

Senior Product Designer with deep experience building 0→1 products in early-stage startups. Background in architecture, illustration, and entrepreneurship. Brings holistic, cross-functional thinking and strong craft to solving complex product problems.

Skills.

Interaction design
Prototyping
User research
Visual design
Agile methodologies
Generative AI integration
Project management
Strategic planning
Leadership
Cross-team collaboration
Design thinking
Sketching
Illustration

Tools.

Figma
Gemini/Claude/GPT
User-research platforms
Miro
Linear
Jitter
Adobe CC
Procreate

Education.

B. Architecture
Springboard Design Track

Experience.

Founding Designer / TrueVault
San Francisco, CA / 2023 - Current

- Drove comprehensive product redesign resulting in 110% revenue growth and maintaining industry-leading <0.5% customer churn.
- Developed and implemented a scalable design system that enhanced cross-team collaboration and design consistency.
- Leveraged user research and data-driven insights to prioritize design initiatives with direct business impact.

Founding Designer / GoodOnes
San Francisco, CA / 2023

- Designed and launched an AI-powered photo organization app developed by ex-Google leadership.
- Improved user activation by 50% through strategic, user-centered onboarding design.
- Utilized rapid prototyping and feedback loops to refine product interaction.

Independent UX Consultant
San Francisco, CA / 2022

- **Relay:** Designed collaboration features for automation platform at a16z-backed startup founded by ex-Google leadership.
- **Cogs:** Designed in-product guided onboarding and help workflows for a world-leading product of immersive shows design and build.

Principal Product Architect / Veev
San Mateo, CA / 2020-2022

Helped build and establish the product architecture team within the organization. Collaborated with product managers, R&D teams and client representatives to bring projects to fruition using our core product.

Founder / studioRWS
San Francisco, CA / 2017-2022

Worked closely with clients throughout the design and building phases to tailor sustainable design solutions for their needs and to create livable and modern spaces.

Architect / John Maniscalco Architecture
San Francisco, CA / 2015-2017

Designed and coordinated with different consultants on high-end residential houses from initial concept design phase to construction administration phase to successfully deliver the projects on time and budget.