

# 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 a systems-driven approach 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  
Pen+Pencil

### Education.

B. Architecture 2012  
Springboard Design Track

### Experience.

#### **Founding Designer / TrueVault**

San Francisco, CA / 2023 - Current

- Drove comprehensive product redesign using iterative design approach, resulting in 70% 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.