SHARON LABATON

SENIOR PRODUCT DESIGNER

CONTACT

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LinkedIn

EDUCATION

B.A. Government, Strategy and Diplomacy
Reichman University (IDC Herzliya) / 2004 — 2007

UX/UI Design Course
Netcraft Academy / 2020

Professional Graphic Design Course
Studio 6B / 2009

SKILLS

Design systems
UX research & user testing
Interaction design
Design tokens & theming
Prototyping
UI & visual design
Branding
A/B testing

TOOLS

Figma
Photoshop, Illustrator
Claude (with Figma MCP)
Figma Make
Lovable
Midjourney

LANGUAGES

Spanish / native
Hebrew / fluent
English / fluent

WORK EXPERIENCE

Senior Product Designer

Natural Intelligence / 2023 — 2026

Senior product designer across Natural Intelligence's B2C comparison products, web and mobile. Owned features end to end, from research to release, with PMs, developers and content teams.

- Led one token-based color system: 2 brands, 21 verticals, 72% fewer tokens
- Designed visual tabs that won their A/B test: +7.5% revenue per visitor
- Redesigned mortgage-site filters: +9% conversion, +6.4% earnings per visitor
- Led research and design of an AI summary of real Trustpilot reviews
- Built reusable conversion components: comparison tables, score breakdowns
- Planned and designed Better Impression's move onto Cappsool's platform
- Prototyped with AI tools (Figma Make, Claude with Figma MCP)

Lead Product Designer

Better Impression / 2021 — 2023

First and only designer at a B2C comparison company, owning design across its sites, desktop and mobile.

- Replaced developer-built pages with a visual language and UI designed from scratch, for every vertical
- Designed A/B-tested features with PMs and developers, research to release

Senior Brand Designer

Viber / 2016 — 2020

Brand and CRM design for Viber's consumer app, with marketing, product and CRM teams in Israel and abroad.

- Designed hundreds of CRM and user-acquisition campaigns, A/B tested
- Designed and illustrated emails, CRM campaigns and social media
- Created the company's new Brand Book

Marketing and UX/UI Designer

MusicLab / 2013 — 2016

Part of an 8-person product and marketing studio, working closely with product managers.

- Designed product UI, wireframes and prototypes across platforms
- Created multilingual landing pages and marketing assets