

Guy Amar

Product Designer · B2B SaaS

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Product designer with 6 years designing complex B2B workflows: bulk ordering, merchant dashboards and analytics, across two surfaces with separate design systems. I start from the messy request, not the screen: reframing tickets into the real user problem, designing the failure states most flows skip, and handing engineering specs they can build from. Hands-on with Claude and Figma MCP in my daily design workflow.

EXPERIENCE

City Hive Inc. - Product Designer · Tel Aviv – NYC 2020 – 2026

B2B SaaS commerce platform for beverage retailers and distributors (4,500+ merchants). Designed across the merchant dashboard and the customer storefront.

- **Bulk CSV order upload.** Reframed a request for an API endpoint into a recovery-first import flow (file → map → validate → submit) on both surfaces. Only 41% of uploads matched on the first try; the review-and-retry loop now recovers 74% of failed rows. A 100-item order dropped from 58 minutes by hand to 2–10 minutes. Shipped to 200+ distributors.
- **Analytics overview.** Rebuilt a 30-number data dump around the five questions a store owner asks, and brought in-store (POS) sales, often a store's biggest channel, into the overview for the first time (2 → 5 sales channels). ~36% of dashboard users opened it within 28 days of launch.
- **Distributor single merchant page.** Used customer calls and support chats to decide what information distributors actually act on, turning an unstructured data view into a focused account overview.
- **Customer storefront.** Designed the multi-brand storefront (homepage, product pages, cart), themed per retailer and live on 4,500+ retailer sites.
- **Specs and delivery.** Wrote PRDs and implementation specs, including edge cases and states, for 100+ shipped features, and prioritized design work with the dev team inside sprints.

AI (HANDS-ON)

- **Figma MCP.** Connected Claude to Figma through MCP to update and sync design-system components by prompt.
- **Claude API.** Built a personal daily brief agent on the Claude API. Prototype UI with Figma Make and Claude.

SKILLS

UX: user flows, information architecture, interaction design, error and edge-case states, prototyping, cross-platform design

Tools: Figma (components, variants, prototyping), Figma Make, Adobe XD, Illustrator, Photoshop, Claude

Product & data: PRDs, Jira, Mixpanel, Google Analytics, HubSpot, MongoDB Charts

Languages: Hebrew (native), English (fluent)

EDUCATION

B. Des Visual Communication - HIT, Holon 2019 – 2023

Certified Product Manager - Technion, Haifa 2025 – 2026