Tslil Barashi Singer

Product Designer | UI/UX

Avtalyon (Misgav), Israel · Open to on-site, hybrid & remote

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PROFILE

Product Designer with 8 years of experience designing software platforms, mobile apps, websites and games. I like taking complex workflows and turning them into simple, clear screens. At Probuild I designed 6 modules of a construction management system used daily by hundreds of employees. Recently I designed, drew and built my own game, SpaceWRS, using Claude Code for development and generative AI for early prototyping. Experienced in RTL (Hebrew) and LTR interfaces, and involved from the first idea through to development.

EXPERIENCE

Independent Game Designer & Developer | SpaceWRS (solo game) 2024 – Present

4-player space brawler, coming soon to Steam

- Designed and built a complete game on my own: game design, UX and UI, hand-drawn art and animation.
- Developed the game with Claude Code (AI-assisted coding), taking it from idea to a release-ready product.
- Used generative AI to prototype visual ideas fast, then hand-drew the final art.

Product Designer | Probuild 2022 – 2024

Construction management platform for high-rise building projects (desktop, tablet and mobile)

- Designed 6 major modules end to end, each with dozens of screens, tables, forms and pop-ups, used daily by hundreds of employees.
- Covered the full project lifecycle: planning, sales, purchasing, on-site workforce, progress tracking and handover of apartments to buyers.
- Modernized legacy screens with a contemporary design language, improving usability and visual consistency.
- Built a reusable component library to keep the product consistent across desktop, tablet and mobile.
- Designed step-by-step wizard flows that simplified complex, multi-stage tasks; adapted the UI for RTL and LTR.
- Worked closely with the development team from ideation to implementation.

Freelance Product & Visual Designer | Self-employed 2020 – 2022

- Designed and built responsive, accessible websites and apps for a range of clients, including WordPress sites.
- Created UI and art for mobile games, including Doodle Reloaded (released on mobile).
- Edited commercial video clips with a focus on clear, engaging storytelling.

Art Director | Blink App 2018 – 2020

- Designed iOS and Android app interfaces, keeping the experience consistent with brand guidelines.
- Created icons, animations and in-app tutorial content to help users understand product features.
- Produced marketing materials (posters, flyers, video) supporting brand awareness and user acquisition.

SKILLS

UX & UI	User flows, wireframing, prototyping, interaction design, design systems & component libraries, complex B2B / enterprise systems, data tables & forms, responsive design, mobile UI (iOS/Android), RTL/LTR interfaces, accessibility, game UI
Tools	Figma, Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro, WordPress
AI	Claude Code (AI-assisted development), generative AI for visual prototyping
Ways of working	Close collaboration with developers, idea-to-handoff ownership, communication, problem-solving, adaptability

EDUCATION & LANGUAGES

BA, Animal Sciences — The Hebrew University of Jerusalem

Hebrew (native) · **English** (fluent)