PORTFOLIO · 2026

Tslil Barashi Singer

Product designer for complex systems and games.
8 years designing B2B platforms, mobile apps and games, from the first idea through to development.

01 · Probuild
Construction management platform

02 · SpaceWRS
My indie game, coming to Steam

03 · Blink
Gaming highlights app

04 · Visual work
Game UI & art

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01 · CASE STUDY · B2B PLATFORM

Probuild: making a huge construction system feel simple

Probuild runs high-rise building projects from planning to the day buyers get their keys. I designed 6 of its major modules end to end and replaced the legacy screens with one consistent design language across desktop, tablet and mobile.

ROLE
Product Designer

TIMELINE
2022 – 2024

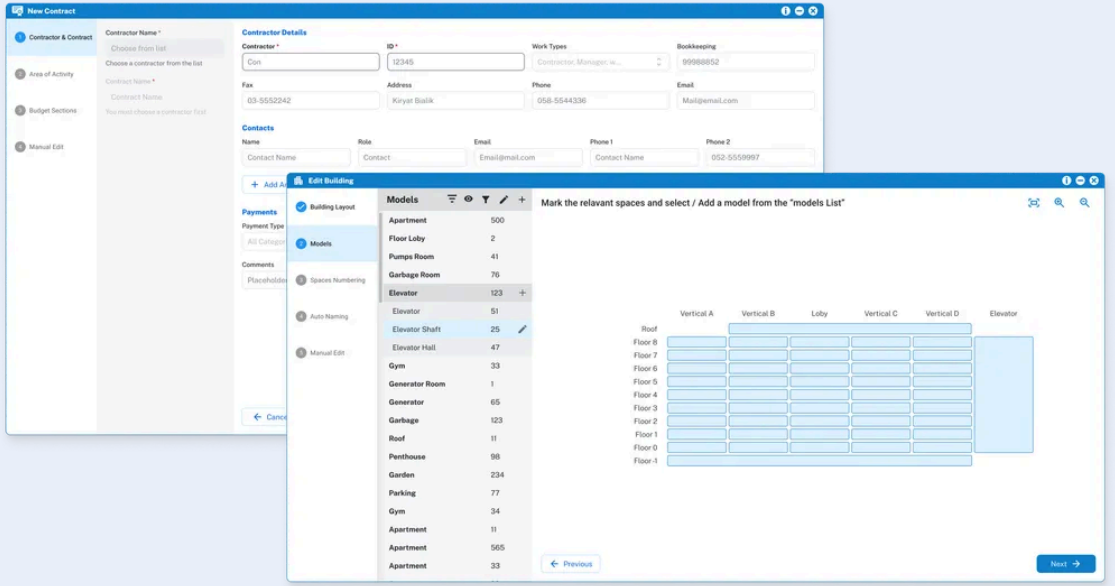
PLATFORM
Desktop, tablet, mobile

The problem

Site managers, purchasing, sales and management all work in the same system. Each module had grown on its own, so there were dense legacy screens, inconsistent patterns and long forms only experienced users could get through.

Constraints

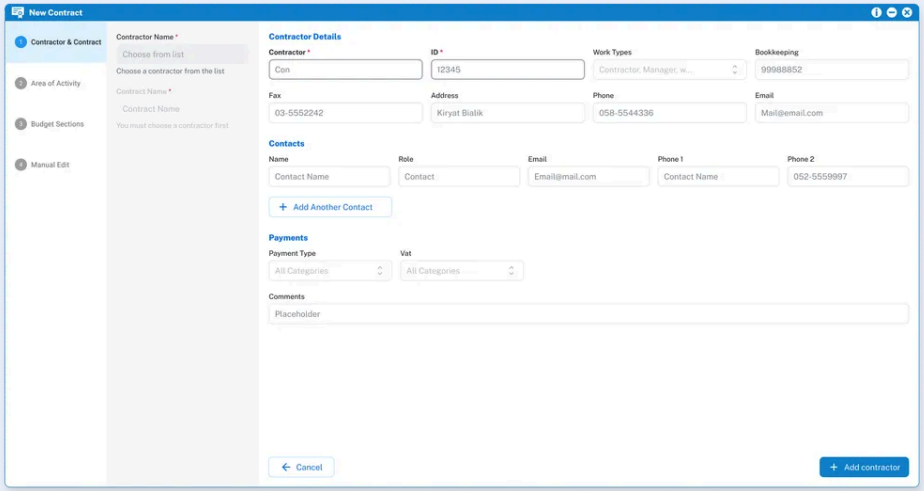
A legacy system with real data · Hebrew RTL and LTR · three device sizes · many user types · very dense data across the full project lifecycle.



01

Wizards instead of one long form

Setting up a building or signing a contractor used to mean one huge form. I split these tasks into numbered steps, each asking only for what it needs. Dependent fields stay locked with a hint, so nobody submits half a contract.

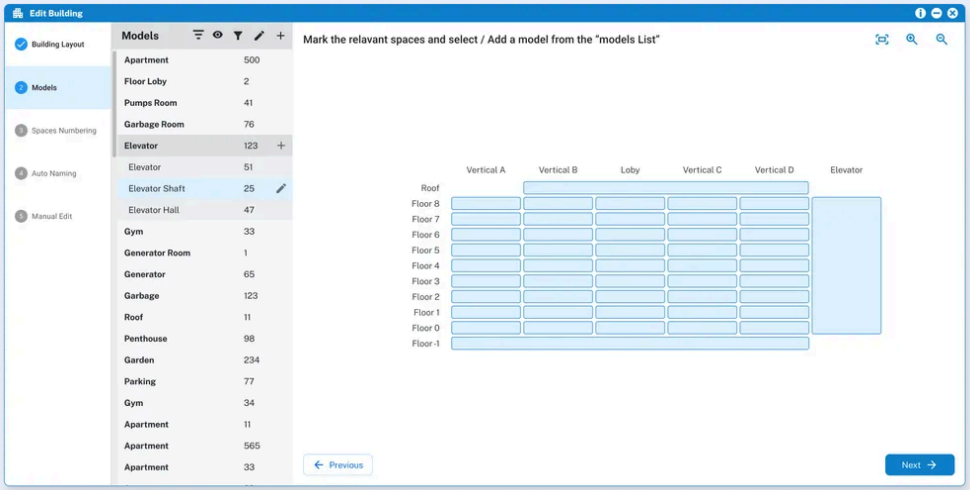


New Contract wizard. Four steps. Fields stay disabled until the step before them is done.

02

Show the building, not a table of rooms

A building has hundreds of spaces. Instead of picking them from a list, users click them on a floor-by-floor grid that looks like a section of the building. I then reused the same grid for space responsibility, so users learn it once.

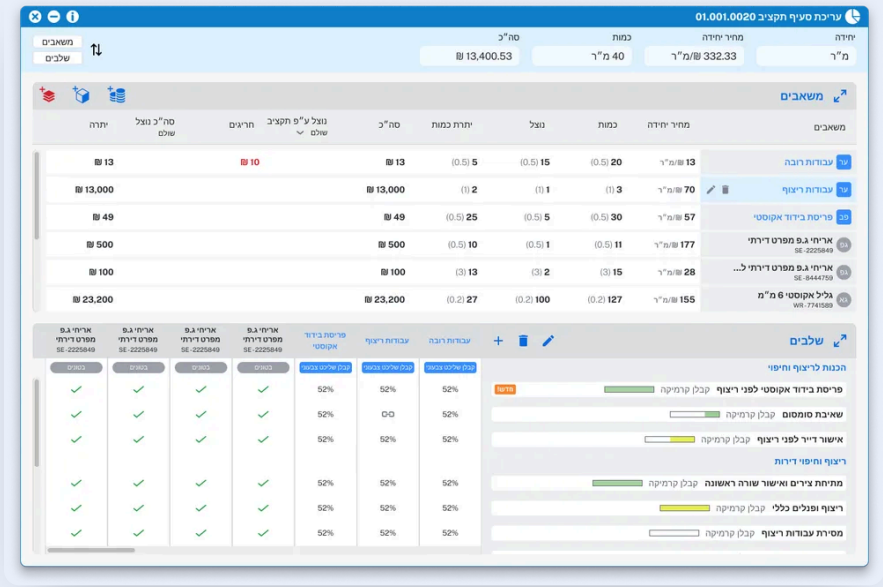


Edit Building, step 2 of 5. Mark spaces on the grid and assign a model from the list.

03

Dense data that still reads clearly in Hebrew

Resources on top, stages below, both expandable, with progress bars per stage. The layout mirrors for RTL, while numbers and currency keep their natural direction.

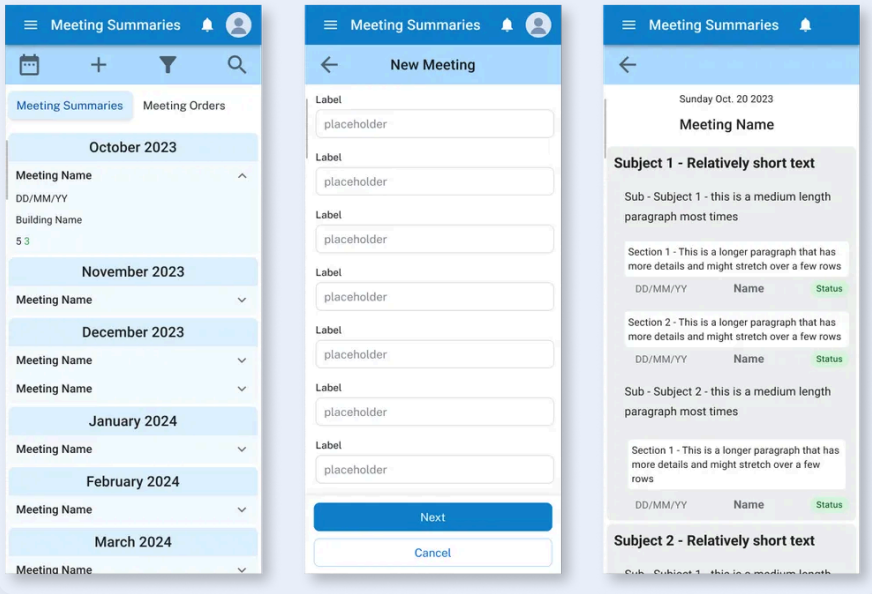


Budget item editor (Hebrew, RTL). Overruns are highlighted in red.

04

Designed for the site, not only the office

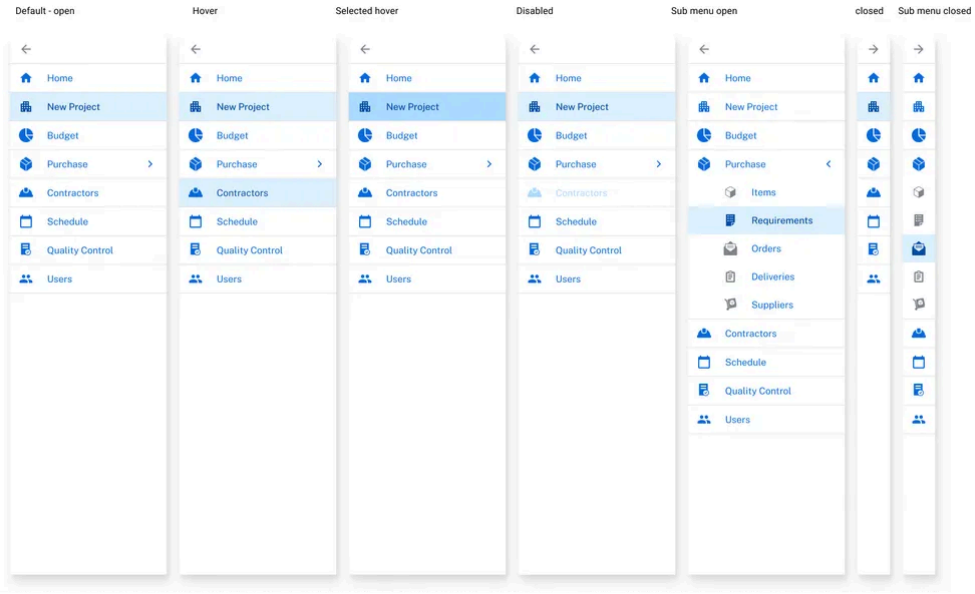
Meeting summaries are designed phone-first: a list grouped by month, a short form and a readable summary with a status for each task. On tablet it becomes a list-detail view.



Meeting Summaries on mobile. List, new meeting form and meeting detail.

A component library for 6 modules

Navigation, buttons, inputs, search, icon buttons and pop-up windows, each with all its states: one shared language between design and development.



Side navigation. Every state, including the collapsed version for smaller screens.

The result

6 modules

designed end to end, each with dozens of screens, tables, forms and pop-ups

Hundreds

of employees use them daily, in the office and on site

1 library

for desktop, tablet and mobile, in RTL and LTR

What I learned: in a complex system, consistency does more for users than any single screen. Reusing one good pattern helped users and developers more than designing every module from scratch.

02 · CASE STUDY · PERSONAL PROJECT · COMING SOON TO STEAM

SpaceWRS: a 4-player couch space brawler

ROLE
Solo designer, artist & developer

TIMELINE
2024 – present

PLATFORM
PC (Steam) · 1–4 local players

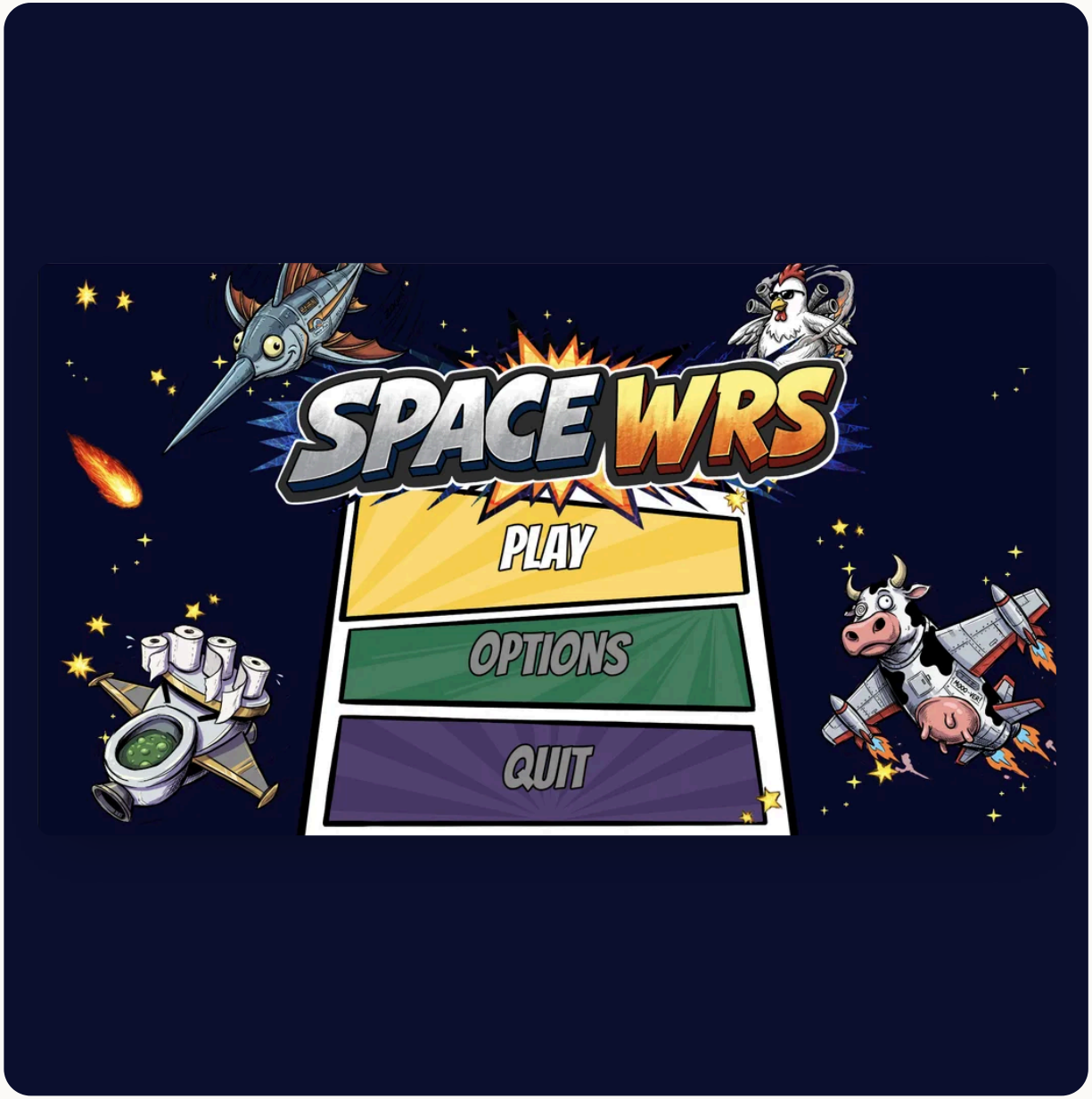
A couch party game for 1–4 players on one screen, with AI bots in the empty seats. Every fleet is made of hand-drawn ships with their own abilities and movement style.

Core loop

Build a fleet with credits → brawl in arenas with hazards like black holes → level up ships (to 10) and players (to 25) to unlock new ships and hazards.

Built with Claude Code

I did the game design, UX, UI and art, and developed it with Claude Code. That let me play-test a design decision the same day I made it.



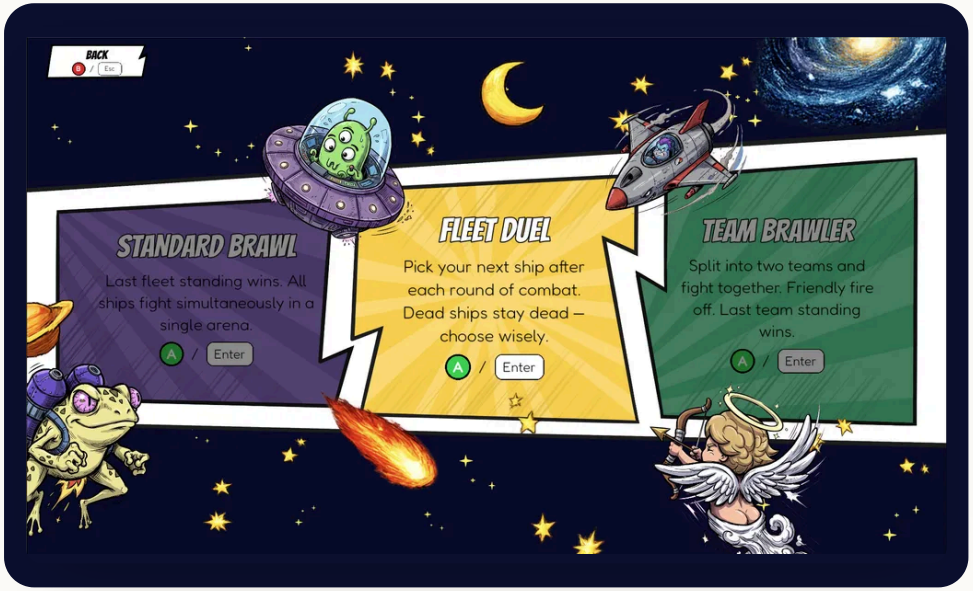
Main menu. Characters and ships are hand-drawn. Some menu ships were generated with AI from my own hand-drawn designs.



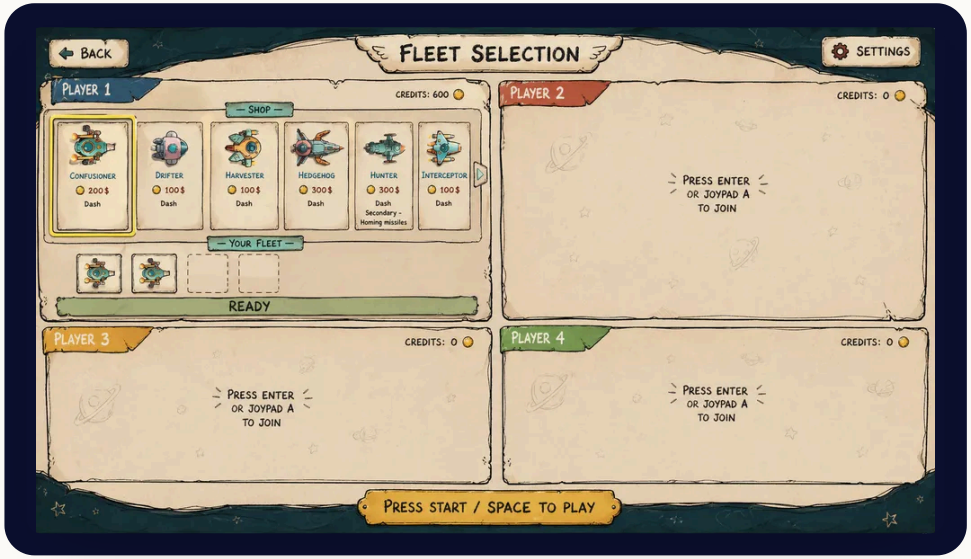
A lobby where four people shop at once. One colored quadrant per player, with stat bars and a one-line role for each ship.



A HUD four people can read. A thin strip on top in player colors. Ship icons count the remaining fleet.



Three modes, one sentence each. Standard Brawl, Fleet Duel, Team Brawler.



AI concept → final. An early parchment concept made with generative AI. I moved to a bold comic style so each player's color reads from the couch.

03 · CASE STUDY · CONSUMER MOBILE APP

Blink: turning your best game moments into clips

ROLE	TIMELINE	PLATFORM
Art Director	2018 – 2020	iOS & Android

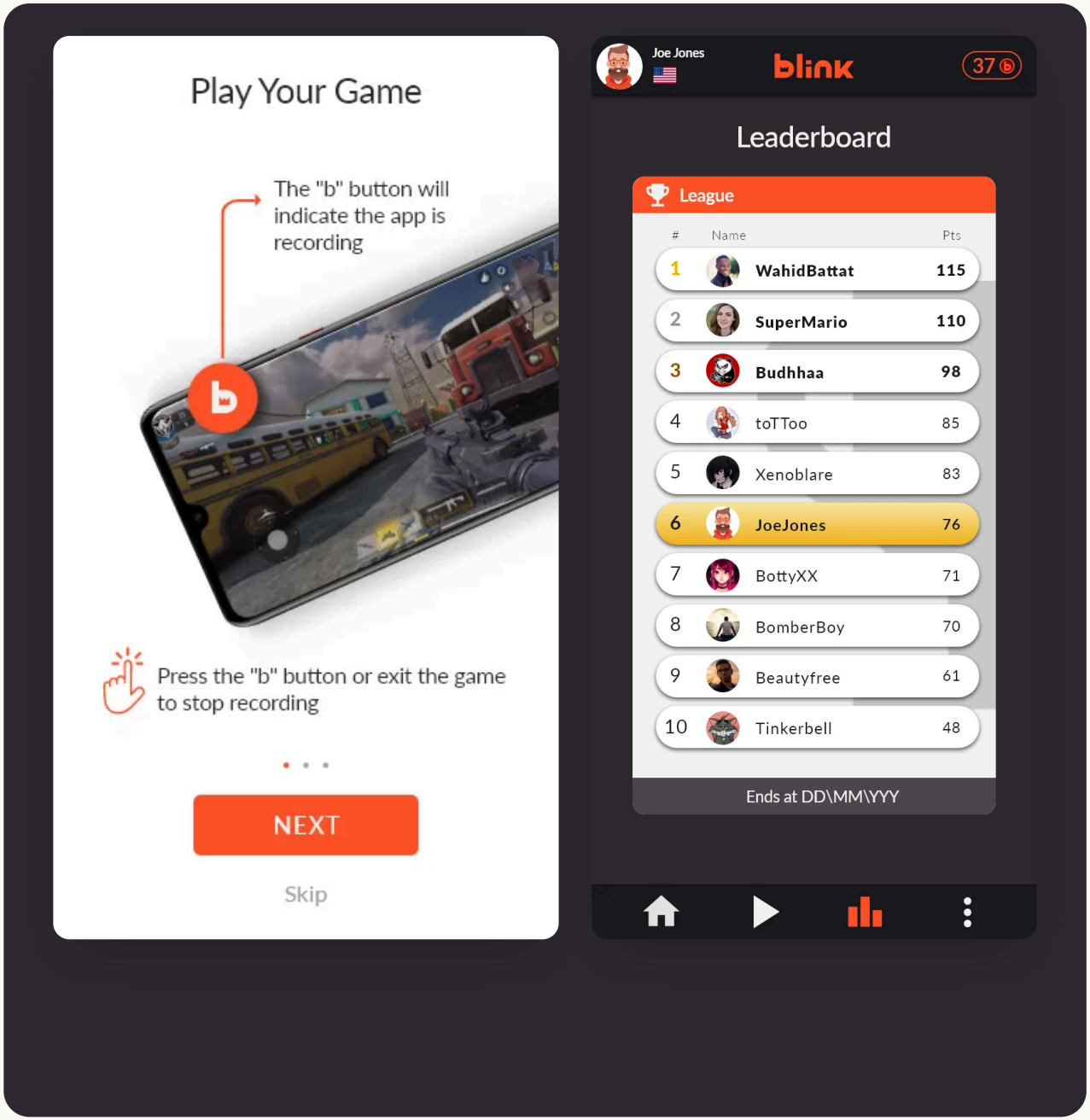
Blink records mobile gameplay, finds the highlights and lets players share them and compete in challenges. I designed the interface, icons, motion, onboarding and marketing materials.

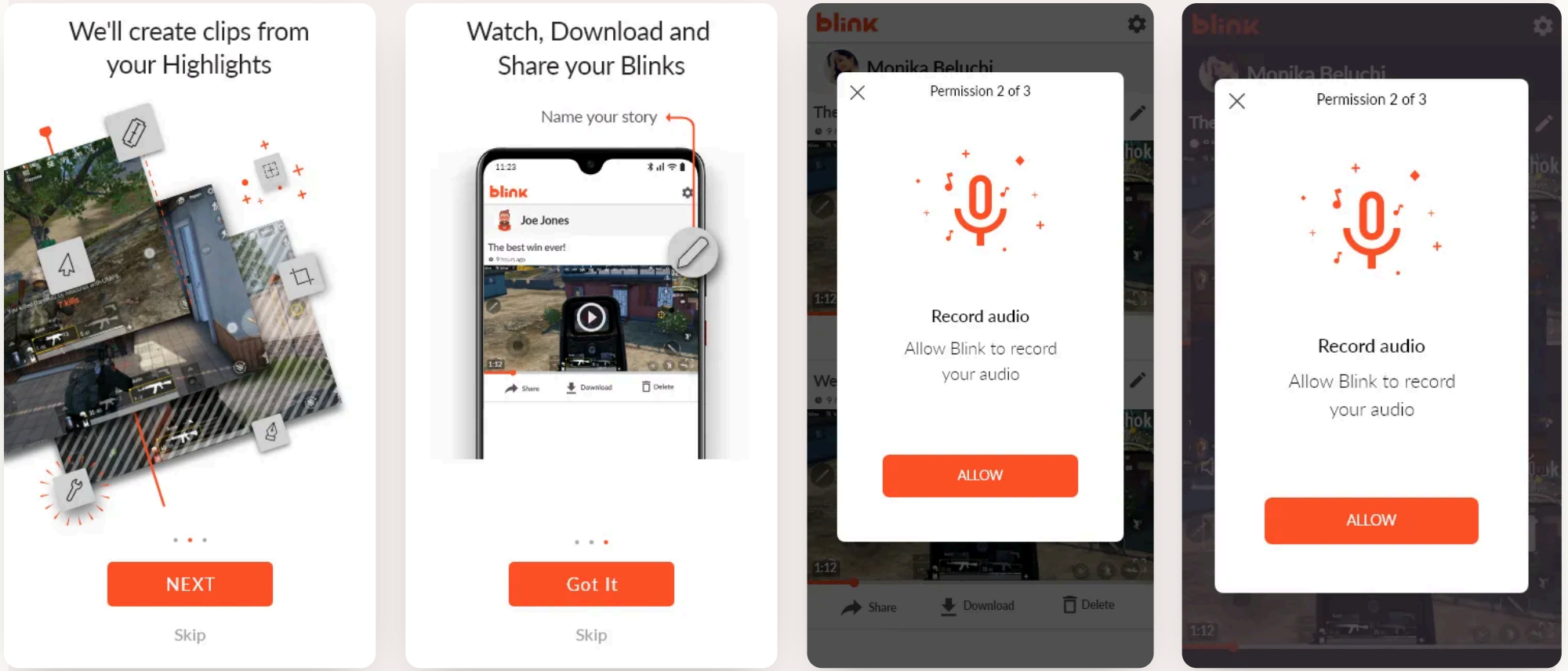
Onboarding that shows instead of tells

Three short screens with a real-looking device and one callout each explain the whole product.

Challenges that bring players back

One card template: prize, rule, a custom title, time left and the top three. New challenges were quick to produce.





Onboarding, permissions and themes. One permission per card with a step counter ("2 of 3"), and both light and dark themes, because people play in dark rooms. I also animated the "b" logo for loading and the "keep" button for saved clips (see the website for the motion).



Doodle Reloaded: released mobile game. 30+ character skins.



Doodle Reloaded: skin shop with a rewarded-video option.



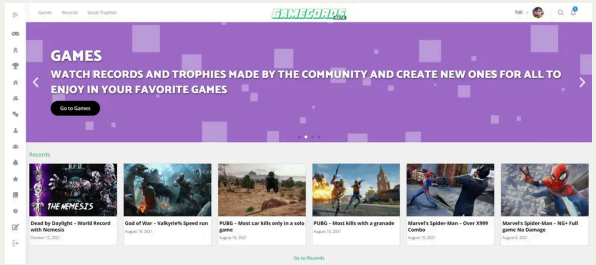
Game backgrounds: four side-scrolling worlds for a mobile game.



Diet Camp (concept): playable campers.



Diet Camp (concept): junk food enemies.



Gamecords: gaming community web platform.

Let's talk.

Open to Product Designer and Game UI/UX roles: on-site or hybrid in Israel, or remote for Europe.

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