

Product Designer

# Carmen Spencer, MA UX Design

- 7 years of experience in product design and UI/UX
- Specialized in B2B SaaS: led product design for complex cybersecurity, healthcare, and fin ops tools
- Data-driven, using analytics and user feedback to optimise usability
- Expertise in end-to-end design, from ideation to implementation

## Work Experience

### Senior Product Designer @ Entro Security Cybersecurity AI SaaS

Tel Aviv, 2025-Current

- Designed and shipped new product features in close collaboration with PMs and engineers, from discovery to developer handoff
- Led design system ownership, aligning Storybook with frontend implementation to improve UI consistency and delivery speed
- Established UI standards and design guidelines to support product maturity and visual cohesion
- Drove UX improvements from user feedback and competitive analysis
- Led marketing design initiatives, including scalable Canva templates and conference assets

### Lead Product Designer @ Lema.AI Cybersecurity AI SaaS Startup

Tel Aviv, 2023-2025

- Led end-to-end product design as sole designer, from research and ideation to prototyping, handoff, and iteration
- Built Lema AI's design system and brand identity from the ground up
- Collaborated with product, R&D, data, and marketing teams to define and evolve core features
- Acted as product manager in year one, shaping product vision, defining requirements, and documenting UI behavior
- Improved UX constantly with data-driven insights, session recordings, and user metrics, increasing feature efficiency by 160% on average
- Led the brand design, and designed marketing assets and client-facing presentations

### Lead Product Designer @ Three Point Turn Healthcare Operations SaaS

Toronto, 2020-2023

- Led product design for MedPath and 8 additional healthcare and operations management tools at Three Point Turn, a B2B SaaS studio
- Owned design across research, prototyping, testing, and dev handoff
- Built branding and design systems across multiple products
- Led the design team, mentoring new members
- Improved client satisfaction from 69% to 94% through continuous UX optimization

### UI/UX Design Freelancer @ Fiverr Mobile Apps Graphic Design SaaS

Toronto, 2019-2021

### UI/UX Intern @ Codepxl Mobile Apps Websites

Toronto, 2020

### Design, Marketing Intern @ Three Point Turn Graphic Design Mobile Apps

Toronto, 2019

## Skills

- SaaS product design
- Figma prototyping
- User research:
  - Session recordings
  - Usage data analytics
  - Meeting with clients
  - Data driven design
  - AB testing
- AI UI/UX tools
- Collaboration & mentoring
- Design & branding systems
- Feature documentation
- HTML, CSS, Javascript

## Languages

English	Fluent	■■■■■
Chinese	Advanced	■■■■□
Hebrew	Beginner	■■□□□

## Education

### MA User Experience Design

Falmouth University  
UK, 2021-2023

### BA Graphic Design,

Seneca College  
Toronto, 2017-2020

### Web Development Cert.

BrainStation  
Toronto, 2018

### UX Design Cert.

BrainStation  
Toronto, 2018