

# Maayan Sinai

19 years designing complex products and building design culture.

## CONTACT INFORMATION

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## MENTORSHIP Since 2022

### Mentoring product designers at different professional stages:

- Startup Designers Community
- WE- Women Experience Community
- MesayaaTech

## EDUCATION

- **Design thinking workshop facilitator** 2021  
Discovers Academy
- **UX Design** 2015  
Netcraft Academy
- **Bachelor of Design in Graphic Design** 2003-2007  
Visual communication track  
With honors  
**Awards:** Winning project and selected logo for the Student Union.  
Shenkar College
- **Photography** 2001  
Camera Obscura, Art school

## LANGUAGES

- Hebrew Native language
- English Excellent
- \* Austrian citizenship

## MILITARY SERVICE 1998-2000

Research officer in a special intelligence unit.

[My LinkedIn](#)

## SUMMARY

I lead from the intersection of design craft, product thinking, and business strategy. My process starts with the right questions: breaking problems to their core before rebuilding the solution, always focused on the why, not just the how.

I've built design teams, systems, and culture in startups and scale-ups, holding a seat at the strategic table alongside product and business leadership.

Lately I've been working hands-on with AI - designing AI-native products and leading my team's transition to AI-assisted workflows.

## PROFESSIONAL EXPERIENCE

### Head of Product Design | ThinkUp | 2025–present

Head of Product Design at an AI-native platform for entrepreneurs. Leading a team of 4 – two product designers and two UX researchers. Built team methodologies, design culture, and shared processes from scratch. Drove alignment across product areas, unified interaction patterns and visual language, and raised the bar for design quality. Led the design team's transition to AI-assisted workflows, including a full design system migration from Figma to code via Claude and Storybook.

### External Product Design Consultant | mavens, a Zynga company | 2024–2025

Joined as an external consultant on a defined, project-based engagement. Mavens is Zynga's internal data platform - the analytics and data visualization layer powering all of Zynga's game portfolio. Designed complex data visualization tools to make large-scale data accessible and actionable for internal teams. Advised the CPO on design team structure following organizational change.

### Head of Design | Ovvio Software Ltd. | 2021-2024

Ovvio is a complex B2B SaaS platform for enterprise professional services firms. Joined as the first non-founder hire with a seat at the strategic table from day one, partnering with founders on product strategy, business decisions, and roadmap, and effectively owning the product management function in the absence of a dedicated PM. Led the full design process end-to-end: research, wireframes, interaction and UI design, and usability testing. Built the product's design system and full visual language from scratch.

### Senior Product Designer & UX Expert | Photomyne Ltd. | 2017-2020

One of two product designers serving 20M users across 200 countries. Worked across the full product - UX research, consumer app design, web platform - collaborating with product, data, and R&D. Built the product's first design system for an already-live, widely-used product.

### Co-owner & CDO | ME design studio for branding & UX/UI | 2015-2018

Co-founded an international branding and UX/UI studio. Delivered end-to-end brand and digital experiences for clients including Oracle Corporation, Kenes Group, and IMTM. Led client relationships, creative direction, and team management.

### Design Team Leader | Shai Hayoun Studio | 2007-2015

2010-2015 - **Design Team Leader** - Led a team of 7 designers across branding and digital projects, covering information architecture, user flows, and UX/UI for web alongside brand and visual identity.

2009-2010 - **Senior graphic designer** - Branding, visual communication and web design.

2007-2009 - **Graphic designer** - Branding and visual communication.