

# ROTEM GOTLIEB

## PRODUCT DESIGNER

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## SUMMARY

Product designer who ships infrastructure other designers use. Most recently built the design-to-code token pipeline at LexisNexis Risk Solutions that took palette updates from a full day of three-person work down to thirty seconds. Building products in Claude Code with the strategist/executor workflow I documented at [/process](#). Looking for founding designer / designer #1-3 roles at seed and Series A startups.

## PROFESSIONAL EXPERIENCE

### LexisNexis Risk Solutions (ThreatMetrix)

Dec 2024 — Jul 2025

*Product Design & Research*

- Built a Figma-to-Storybook token pipeline that reduced palette updates from a full day with 3 people to 30 seconds with 1 designer; now used across two enterprise design systems.
- Created 180+ WCAG-tested color tokens with semantic aliases mapped to production React components, eliminating naming drift between Figma, Storybook, and code.
- Ran 8 user interviews with fraud analysts; tagged insights in Dovetail and produced the report that shaped the Custom Layouts product roadmap.
- Designed and tested 3 prototype iterations in 2 weeks for a customizable dashboard, validated with moderated user testing before any production code was written.
- Presented research and design updates to PMs, senior designers, and engineering leads across multiple product teams.

### Redis

Jul 2022 — Sept 2022

*Product Design Intern (Contract)*

- Audited and streamlined the e-book download flow; reduced steps and clarified CTAs.
- Designed a refreshed icon set used on the main landing page.
- Partnered with developers and marketing on handoff specs and usage documentation.

### WellSpoken

Nov 2021 — Feb 2022

*UX Designer (Contract)*

- Tested and improved virtual-assistant response flows.
- Contributed to a website refresh focused on inclusive design and clear hierarchy.
- Ran user and competitor research to tailor site content to audience needs.

### GoteFigure (Personal E-commerce)

Mar 2020 — Present

*Founder & Product Designer*

- Built the brand from scratch — branding, logos, color system, illustration, storefront UX.
- 200+ pieces sold in Q1; storefront rebuilt around mobile-first social-traffic conversion.
- Built a lightweight design system that takes ideas from sketch to listed product in under three hours.

## SELECTED PROJECTS

### Pulse — AI UX Intelligence Dashboard (Concept, 2026)

Self-initiated AI-native dashboard that X-rays live pages, pins detected UX issues onto the UI, and translates behavioral data into designer vocabulary. Built with Next.js, Tailwind, Framer Motion, Claude Code. *Live demo:*

[pulse.rotemgotlieb.com](http://pulse.rotemgotlieb.com) [coming soon]

### Ghost — Design System Reality Scanner (Concept, 2026)

Self-initiated tool that compares Figma source-of-truth against production and surfaces every deviation visually. Drag-to-reveal comparison slider + AI Fix Flow connecting to Figma API. Built with Next.js, Tailwind, Framer Motion, Claude Code. *Live demo:*

[ghost.rotemgotlieb.com](http://ghost.rotemgotlieb.com) [coming soon]

## SKILLS

<b>Design</b>	Product Design, UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, Design Systems, Design Tokens, Component Libraries, Responsive Design, Mobile Design, Accessibility (WCAG), Motion Design
<b>Research</b>	User Research, User Interviews, Usability Testing, Heuristic Evaluation, A/B Testing
<b>Process</b>	Wireframing, Prototyping, User Flows, Design Thinking, Iteration, Cross-Functional Collaboration, Stakeholder Management
<b>Tools</b>	Figma, Framer Motion, Storybook, Claude Code, FigJam
<b>Code</b>	HTML, CSS, JavaScript, React, Next.js, Tailwind CSS, TypeScript
<b>AI Workflow</b>	AI-Augmented Design, Claude Code, Strategist/Executor Pattern, Prompt Engineering for Design

## EDUCATION

**University of California, San Diego** — B.A., Interdisciplinary Computing & the Arts

Dec 2024

## ADDITIONAL

**Languages:** English, Hebrew

**Side projects:** Gote Golf VR (Unity/OpenXR), Rotems Adventures YouTube channel (3.8K subs), GoteFigure daily art channel

**Portfolio:** [rotemgotlieb.com](http://rotemgotlieb.com) (vanilla HTML/CSS/JS, AI-augmented build, full process documented at [/process](#))