



Bar Laba Loya

Product Designer

Contact

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Education

SMKB College 2019 - 2023

B.A- Visual communication &
Industrial Design

B.ED- Education Certification

Tel Aviv Yafo Municipality

30 / 60 Mentoring Program

Skills

Figma

Adobe Software

Product Developing

UX Research

Team Managment

Photography & Editing

Marketing

Language

Hebrew / Native Speaker

English / High Proficiency

Spanish / A2 Level

Hi There!

Here I will tell you a little about my latest accomplishments.

Over the past two years, I've been driving end-to-end **design and product** initiatives within a B2B SaaS CMS environment—transforming user needs into clear concepts, intuitive product flows, and compelling visual experiences. With strong foundations in **product thinking, visual and brand design**, I'm able to collaborate seamlessly across teams and contribute to every stage of the product lifecycle- from early idea to final delivery.

I bring a multidisciplinary approach that blends strategic understanding with strong visual craft, always aiming to create experiences that are both functional and emotionally engaging.

Experience

Freelancer

Brand Designer / 2026

Focused on helping brands develop according to their specific needs. My background includes working with both private clients and companies, leading end to end processes from concept to product. I bring experience in product development, materials, manufacturing, marketing, and design, with a strong understanding of how ideas translate into scalable products.

ROKKA AI

Product Designer / 2023 - 2025

As one of two designers on the team, I led the design of our core CMS product owning the process end-to-end, from translating feature ideas into real use cases, to crafting a seamless user experience. Beyond the product itself, I also shaped the company's visual identity, including marketing assets, branding, and the website. Since the company was built closely around client needs, I also worked on designing custom solutions for them, adapting our approach to fit different industries and use cases.

Freelancer

Graphic Designer / 2022 - 2023

Engage with leading companies and individual clients using high level interpersonal communication skills and effective relationship management. Develop products based on a clear understanding of client needs and strong design principles.

Various Fashion Companies

Editor & Photographer / 2020 - 2023

Photographing Products for diverse leading companies, editing and enhancing photos using design softwares. Efficiently managing schedules to ensure productivity while meeting customer needs.

Ort Melton

Design Teacher Assistant / 2021 - 2022

Designing instructional format of two to three hours class. delivering educational content to students. engaging with students, providing assistance during lessons, and program work.