



Ira Meleshev

Product Designer

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About

I started my career as a developer before transitioning into Product Design, which gives me a strong balance between user experience thinking and technical understanding. As the first Product Designer at Cemantica, I've spent the last five years helping shape the product from both UX and business perspectives designing complex journey-mapping experiences, conducting user research, and building scalable design foundations alongside product and engineering teams. I'm passionate about creating clear, thoughtful experiences that help users navigate complexity with confidence.

Work Experience

Cemantica

Product Design Lead

- Lead end-to-end UX for core platform experiences, creating user flows, high-fidelity prototypes, and scalable solutions for complex workflows.
- Conduct user research and Continuous Discovery interviews to identify customer needs, validate opportunities, and synthesize insights.
- Collaborate closely with Product Managers and R&D teams to refine requirements and ensure high-quality implementation.
- Establish and scale the Design System, defining visual standards and leveraging AI-assisted workflows to improve consistency and efficiency.

UI Designer & Developer | 2019–2022

- Designed user flows, interfaces, and UI components for journey-mapping features, while developing front-end experiences using HTML, CSS, and JavaScript.

Prodware

Mobile & Web Developer | 2015–2019

- Developed mobile and web applications using ES6, Angular, and Ionic frameworks.

Education

B.A. in Instructional Design | 2015, Holon Institute of Technology

High School Diploma | 2006, Harishonim High School

Key Strengths

Front-end understanding

Developer background

B2B SaaS experience

Complex workflow expertise

Data visualization

Design & Technical Expertise

Figma · Adobe Creative Suite · VS Code · Front-End

Development (HTML, CSS, JavaScript, Angular,

React) · AI-Assisted Research, Design & Prototyping