

# Mikka Ronen Itzhakian

Senior Product Designer | Lead | AI Systems & Product Strategy

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I bring years of experience designing user-centered products, simplifying complex systems, and creating intuitive digital experiences. I focus on applying generative AI in strategic ways to improve clarity, accelerate decision-making, and drive innovation.

## Lead product designer

Gloat | 2025 - Present

- Lead designer for Signal, Gloat’s flagship top-down product, turning complex workforce data into clear, actionable insights for enterprise leaders.
- Run design sessions, ideation workshops, and usability testing with large enterprise customers to validate and refine AI-driven workflows.
- Led the end-to-end design of Gloat’s Integration product, enabling self-serve data connections and significantly reducing manual developer work.
- Drive process-oriented, scalable design and embed AI into product workflows, partnering with PMs, data teams, and engineers to move products from concept to measurable impact.

## Senior product designer | Lead

WSC SPORTS | 2022 - 2025

- Led the design and implementation of the company-wide design system, streamlining processes and ensuring a consistent user experience across all products.
- Designed the UI/UX for Clipro (Studio), creating an intuitive and efficient user experience. Improved key features such as audio rights management, closed captioning, and the media library to enhance accessibility and workflow efficiency
- Led the design efforts for GenAI-powered products, integrating generative AI to create innovative and scalable solutions for content creation and user engagement. Spearheaded the Article to Video (A2V) product, conducting user interviews and usability testing to refine the experience and ensure it met user needs. Collaborated closely with clients like NBA and ESPN, gathering insights to iterate on features that increased content production efficiency. Designed key AI-driven features, including AI Commentator and AI Game Summary for Google, shaping the future of automated sports content.
- Led the research and design for the CTV (Connected TV) product, crafting seamless and engaging experiences that enhance the fan experience across multiple platforms and devices.

## Senior product designer

StreamElements | 2020 - 2022

- Led the redesign of the onboarding experience, using extensive user research to identify pain points and optimize the flow. The revamped interface reduced friction and guided users seamlessly, resulting in a dramatic increase in onboarding completion rates from 1% to 24%, significantly improving user retention.
- Collaborated closely with the Growth team to design and launch innovative features for YouTube streamers, focusing on user-centered design to enhance engagement, streamline workflows, and expand the platform’s functionality to better serve content creators.
- Contributed strategically to the design system team, ensuring consistent and scalable UI patterns across all products, promoting a unified experience for users and empowering cross-functional teams to work more efficiently.
- Directed in-depth research and UX strategy for BOSS, an advanced CRM platform, focusing on understanding user needs and refining design solutions. By incorporating user feedback and iterating on design, I improved workflow efficiency, optimized platform usability, and empowered both companies and streamers to achieve higher productivity and satisfaction

## Product and marketing designer

Woo.io | 2018 - 2020

Sole Product & Marketing Designer leading end-to-end UX and visual direction across product and marketing

## Education

Minshar for Arts  
Visual communication

The Open University  
Social Sciences 2015

Netcraft Academy  
Front-end development

Netcraft Academy  
UI/UX design