

Sara Fogel

Product Designer | Complex B2B Platforms & Design Systems

4+ years of hands-on UX/UI design for complex, data-heavy enterprise platforms, simplifying systems by rethinking how they're structured, not just how they look. Lead designer on a national Ministry of Education platform serving hundreds of organizations, owning the experience from research and information architecture to pixel-perfect UI and a variable-based design system.

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Experience

Product Designer · Elad Systems 2022 – Present

Part of a 30-person design team delivering enterprise systems for government and large institutions.

Talmud · Ministry of Education

- Lead designer on a national web platform managing eligibility, oversight and funding for 900+ institutions, used daily by ~30 department staff and by institution representatives. Owned UX and UI from project kickoff through final stages.
- Co-created the platform's Figma design system with 50–60 components, using primitives and semantic tokens with responsive modes across three screen resolutions. The system is used daily by designers and developers.
- Designed high-fidelity, pixel-perfect UI for data-dense screens, tables and multi-step workflows, and performed design QA throughout development.
- Challenged the assumption that heavy navigation use meant it was working, and redesigned the information architecture into a task-focused structure, cutting core tasks from 4 steps to 2.
- Redesigned the Kohelet payments module to surface errors before payments are executed, aiming to drastically reduce failed transfers.
- Turned strong initial user resistance into active adoption by involving users throughout research, process mapping and sketching.
- Questioned a manual review step users considered essential, showed it followed consistent rules, and turned it into automated logic with system analysts, removing a full screen from a high-risk payment flow.
- Use Claude Code with Figma MCP and Figma's AI agent to refine screens, and AI tools to analyze requirements and validate flows.

State Comptroller of Israel

- Designed the UI for a defect-tracking system.

UX Project Mentor · MAHAT 2024 – Present

Mentor 12 design students per year through their final UX/UI projects, guiding research, problem framing, user flows and presenting design decisions.

Education

Practical Engineering Diploma in Media Design 2019–2022

MAHAT

Product Makers 2026

Tal Florentin

Portfolio Links

[Talmud](#)
[Cutting core tasks from 4 steps to 2](#)

[Kohelet](#)
[Catching payment errors early](#)

Core Skills

Visual & Interaction Design
Design Systems
Data-Heavy Interfaces
Information Architecture
User Research
Usability Testing
Accessibility (WCAG AA)
Prototyping
User Flows
Wireframing

Tools

-  Figma
-  FigJam
-  Miro
-  Claude Code
-  ChatGPT

Languages

Hebrew
English – Professional