

Design leader who *ships*.

Product design leader with 20+ years, from founding designer to executive at Autodesk, LivePerson and Totango. I've built and scaled design teams, led design through a post-acquisition platform merge, and taken mature B2B products into AI. Today I also design and ship AI products end to end, from concept to production code.

20+

years in product design, 16 of them leading teams

1 → 12

designers: LivePerson's team, built from its first hire

2×

design team growth at Autodesk, through an acquisition

3

AI products designed and built solo in 2026

LED DESIGN AT **Autodesk** **LivePerson** **Totango** **Salespeak** **Perspective** **Varada** **Versatile**

Experience

2026 – NOW

Founder & Product Lead

[The Lab →](#)

Aparator · AI-native products, designed and built solo

- Conceived, designed and built **Aparator**, an AI-native family platform, end to end: strategy, architecture, brand, UX and production code. Live at aparator.app.
- Built **Myla Security**, an AI security engineer for founders and small teams, on the same stack.
- Ship with Claude Code and AI development tooling, with no engineering team.

2024 – NOW

Product & Design Consultant

Perspective

- Partner to the founder on product and design strategy: shaped the platform's core behaviour, interaction model and design language, and drove growth planning as it scaled.

2024 – 2026

Head of Product Design

[Case study →](#)

Salespeak · AI sales agent for B2B websites

- Designed **Viv**, an AI sales agent that talks with website visitors by chat and voice, now live on customer websites.
- Made the product AI-first, and designed its expansion into a second product line for site scanning and analytics.
- Led the rebrand, the new website, and tone of voice across product, marketing and AI interactions, with one remote designer and modular frameworks that let a small team move fast.

2022 – 2024

Head of Product Design

[Case study →](#)

Totango · Customer success platform

- Led a team of 4–5 designers through the redesign of the whole platform: **one design system**, navigation and set of patterns.
- Led the move to a **fully conversational AI experience**, shipped to customers early in the industry.
- Grew a tired team instead of replacing it: **two promotions**, senior designer to design manager and junior to senior.
- Member of the executive leadership team, in close partnership with the CEO.

Experience CONTINUED

2020 – 2022	Head of Product Design Versatile & Varada · Construction tech and data analytics - Led the full design lifecycle at both companies, from brand identity to a complete, differentiated product experience. - Mentored product managers and designers, and helped shape growth, culture and values as each team scaled.	
2018 – 2020 Israel	Head of Product Design, Israel Autodesk · Design and construction software - Led the Israel design team and doubled it, from 4–5 to about 10 designers. - Led the redesign of BIM 360, ten products under one platform, and the design side of the PlanGrid acquisition, merging both into Autodesk Construction Cloud. - Co-built a trifecta model: design, product and engineering as equal owners of each product hub. - Part of the local leadership team: strategy, hiring and career development.	Case study →
2010 – 2018 Israel & US	Team Lead → Head of Product Design LivePerson · Conversational commerce and messaging - Built the design team from a single designer to 12, across Israel and the US, and grew from team lead to Head of Product Design. - Led design of LiveEngage, LivePerson's new platform, and the company rebrand. - Defined the design language, design systems and working methodology, and built the mentoring programmes that moved designers into senior and lead roles.	Case study →
2003 – 2010	Creative Director & Product Designer ExperTeam · Instructional design and enterprise training Led creative direction for instructional-design products for leading enterprise brands, and built the design methodology behind them.	

Mentoring & advisory

- 15+ years mentoring designers, PMs and design leads at LivePerson, Autodesk, Versatile and Totango into senior, lead and management roles, through structured programmes and career tracks.
- Advise early-stage founders on product direction, design strategy and AI-native product thinking.

Capabilities

LEADERSHIP	Design org building · Hiring and career development · Executive strategy · Post-acquisition integration · Cross-functional operating models
CRAFT	Product and interaction design · Design systems · Brand and tone of voice · UX research · Data visualisation · Prototyping
AI & BUILDING	Conversational and AI-native UX · LLM-driven products · AI-assisted development with Claude Code · Concept to production
TOOLS	Figma · Adobe CC · Claude and Claude Code · ChatGPT · Gemini · Supabase · Vercel
EDUCATION	Digital Media and Sound Production, JMC Academy, Sydney
LANGUAGES	English · Hebrew · Romanian

See the work behind this CV: case studies and the Lab.

bertink.com →