



CONTACT

alisa@tzur.me

Kefar saba, Israel

050-3905669

[My LinkedIn profile](#)

SKILLS

Figma | Claude design | Cursor

UX Research | UI Design |
Wireframing | prototyping |
Design system A-Z | User flows |
Product Design Strategy |
Team Leadership

LANGUAGES

Hebrew - Native
English - High proficiency
Russian - Native

EDUCATION

2010 - 2014

Seminar Hakibbutzim
B.Ed Graphic design

ALISA TZUR

Product Design Team Lead & UX Expert / Design System lead

Product design team Lead, and UX expert with 10+ years of experience in complex systems, scalable product design, Design systems, and Design ops. Proven in leading teams, shaping design strategy, driving cross functional alignment, and turning complex product challenges into intuitive experiences.

WORK EXPERIENCE

2024-present / Design system lead & Design Ops in Payoneer

- Led the strategy, evolution, and scaling of Payoneer’s Design System across products and teams.
- Owned the Design System roadmap, defining priorities, long-term direction, and areas for expansion and improvement.
- Led product processes around the Design System, including backlog prioritization, grooming, planning, and collaboration with developers.
- Drove alignment between design, product, and engineering to ensure consistent adoption and implementation.
- Established Design Ops processes to improve workflows, collaboration, governance, and design efficiency across teams. Identified system gaps and opportunities, translating product and team needs into scalable components, patterns, and standards.

2020-2024/ Lead product Designer & UX expert at Shield

- Joined the company early on and led a comprehensive app redesign, focusing on both UX and UI enhancements.
- Lead the design system creation end to end, including and implementation in Storybook.
- Established a comprehensive UX methodology within the product team, from initial research and user interviews, through story mapping and user flows, to wireframing, interactive prototyping, and user feedback sessions.
- Collaborating closely with various stakeholders, including product managers, sales teams, and R&D.
- Leading the end-to-end UX/UI of our product hands on, while also leading a UX designer at our Portugal site. My responsibilities involved mentoring in product design and UX, managing the entire UX/UI process, task assignment, and ensuring quality in all outputs.
- Leading the design system project end to end, including creation and implementation in Storybook.

2017-2020 / UX UI & Creative team leader E.S.N Global media

2015 - 2017 / UX/UI & Web Designer at AvaTarde