

Melany Benjamin

Product Designer, Tel Aviv

Senior Product Designer specializing in complex workflows and design systems, crafting precise, expressive product experiences in partnership with product and engineering teams.

Senior Product Designer

R2Net [James Allen & Blue Nile] • Oct 2022 - Present

At two leading global B2C e-commerce jewelry brands with millions of monthly users and over \$1B in annual revenue, I led the design of a company-wide design system for complex internal platforms and tools, defining interaction patterns, components, and visual language across multiple product teams.

I partnered closely with product managers and engineers to shape product direction, translate complex requirements into intuitive interfaces, and improve both customer-facing features and internal systems supporting operations, store teams, customer service, and global fulfillment.

Product Designer

GlassesUSA.com • Feb 2020 - Oct 2022

At a major B2C online eyewear retailer with 200+ employees and over 3 million monthly users, I worked across key site features, contributed to large-scale redesign efforts, and led the end-to-end design of the company's mobile app in partnership with PMs.

I focused heavily on expanding and maintaining the design system and conducting UX research to inform product decisions and improve the customer journey.

Creative & Product Designer

MediaForce • Dec 2017 - Feb 2020

Designing diverse banners and landing pages, targeting different verticals and angles for the company's online campaigns. Working closely with the Media Buying and Product teams, helping the company reach its objectives and goals.

Video Editor & Graphic Designer

Make Your Media • Oct 2015 - Nov 2017

Developing and designing video templates for our O&O products including E-Learning courses. Producing video productions, including script writing and executing the company's agenda.

Education

UX Design	Netcraft Academy	2019 - 2020
UX/UI Design	Netcraft Academy	2018 - 2019