Yael Sabah

Senior Product Designer

OCCUPATIONAL BACKGROUND

Senior Product Designer | MyHeritage

2024 – Present

Designer across multiple areas of the product. Since 2026, I have been part of the **internal AI squad** rebuilding the product workflow, turning the designer's process, from research to handoff, into AI skills and tools:

- Made the design system agent-ready: wrote its AI documentation and a skill that builds on-brand prototypes from it.
- Built AI skills for every stage, from PRD to handoff, now used by a team of product designers, cutting prototype time from weeks to a few days.

Senior Product Designer | Healthy.io

2019 – 2024

- Lead designer of **Minuteful for Wound**, a B2B SaaS product for clinicians: the monitoring Portal and key app flows (scanning, assessment, offline mode), used by thousands of clinicians.
- Ran user interviews and prototype tests; worked closely with Product, R&D and Data.
- Sole designer of **Velieve**, a B2C UTI test for women: research, branding and every touchpoint, from test kit to app.
- Won gold for best UX at the UX Design Awards.

Senior Experience Designer | Designit

2015 – 2019

Led projects from strategy to final digital delivery for clients such as Leumi Bank and Phenix Insurance, across **SaaS**, **FinTech** and **insurance**, for B2B and B2C products.

EDUCATION

B.Des. in Visual Communication | Shenkar

2011 – 2015

Specializing in the field of **Interactive Design**.

CONTACT

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Portfolio | LinkedIn

EXPERTISE

- AI-native design workflows
- Agent-ready design systems
- Design thinking methodology
- Presentations & storytelling
- Illustration

LANGUAGES

- Hebrew – Native
- English – Fluent