

Neomi Livshitz

Senior Product Designer

Enterprise SaaS | Design Systems | Accessibility | AI-Assisted Design-to-Code

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years shipping enterprise SaaS and consumer products, now designing workflow automation and developer tools at ServiceNow. Runs the full user experience (UX) cycle from customer research to shipped front-end code, building reuse-first platform patterns adopted across products and an AI-assisted design-to-code workflow that cut design-engineering round trips by roughly 90%.

CORE SKILLS

Product Design: User research, usability testing, interaction design, information architecture, wireframing, prototyping, end-to-end and 0-to-1 design, competitive analysis, design QA, roadmap definition

Design Systems and Accessibility: Component libraries, design tokens, pattern governance, cross-product adoption, WCAG 2.1 AA, VoiceOver, TalkBack, focus management, color contrast, touch targets, Dynamic Type, responsive reflow

Tools and Front-End: Figma, FigJam, Miro, Adobe Creative Cloud (Photoshop, Illustrator), Blender, HTML, CSS, JavaScript, React, Lit, Tailwind CSS, Git, Visual Studio Code, Cursor, Claude Code

Domains: Enterprise SaaS, B2B, workflow automation, low-code platforms, developer tools, artificial intelligence (AI) product design, consumer mobile (iOS, Android), Agile, cross-functional leadership

PROFESSIONAL EXPERIENCE

Senior Product Designer

ServiceNow | Santa Clara, CA | 07/2022 - Present

Workflow Automation: Workflow Studio, Flow Designer, Playbooks. Promoted from Product Designer in 2024.

- Led end-to-end design of Workflow Studio's first reusable trigger framework and standalone Trigger Builder, the experience enterprise customers use to define when automated business processes run; built on research with 7 internal teams and 5 enterprise customers and shipped across 3 releases.
- Defined the governance model for reusable automation (in-place authoring, draft against published, publish-time permissions, detach to a local copy, blast-radius preview), and abstracted Integration Hub external triggers so citizen developers consume third-party events without handling authentication headers.
- Consolidated six inconsistent content pickers across Flow Designer and Playbook Automation Designer into one reusable design-system component with attribute-based grouping, role-gated inline creation, and AI-powered natural language search, verified by a post-migration parity audit.
- Led the React to Lit component migration and built an in-repo, AI-assisted design-to-code workflow across design, front-end implementation, QA, commits, and code review, cutting design-engineering round trips by roughly 90% with every change still passing engineering review.
- Drove Web Content Accessibility Guidelines (WCAG) 2.1 AA compliance across ServiceNow web, iOS, and Android products: VoiceOver and TalkBack navigation, focus management, touch targets, color contrast, Dynamic Type, and responsive reflow.
- Designed and coded a vision prototype for Flow Designer's diagram canvas from a three-competitor benchmark and two years of community research, aligning product and engineering on eight V1 items now in build.

Product Designer

Warranty Keeper | 04/2021 - 07/2022

Consumer mobile warranty and document management for iOS and Android.

- Sole designer on the end-to-end redesign of the iOS and Android apps for 50,000+ users worldwide: a shorter upload flow with visible progress, user-named categories, and search for accounts that had outgrown their filing, lifting upload completion by 50%.
- Directed the product and company rebrand and built the design system behind it, validated against five years of live product data, a four-app competitive audit, usability testing, and in-app funnel analysis.

Freelance Graphic Designer and Illustrator

Neomi Design | 01/2019 - 07/2021

- Delivered product, web, brand identity, illustration, and motion design for startups and small businesses.

EDUCATION

University of Haifa, Neri Bloomfield School of Design (NB Haifa School of Design) | Haifa, Israel | 2022

Bachelor of Education (B.Ed.), Design, Visual Communications and Education