

ORI C. BECKER

role: Design Leader · 13 yrs · AI-native
focus: design leadership · design systems · hands-on craft · complex SaaS
email: ori@ori Becker.com
phone: 206 251 3559
web: [Portfolio](#) · [linkedin.com/in/oribecker](https://www.linkedin.com/in/oribecker)

Design leader who builds teams, raises craft, and stays hands-on. **13 years** leading product design for dense, data-heavy SaaS platforms, with creative roots engineering records in London studios. Today I run a hybrid team at ZoomInfo of 8 designers and **16 AI agents** I built and operate.

01 EXPERIENCE

Senior Product Design Team Lead · ZoomInfo

Sep 2024 → present

Lead design for onboarding, pricing, and activation, ZoomInfo's highest-conversion surface. Design for sales and revenue operators inside a dense, data-heavy enterprise B2B platform. Set design direction, run critique, and partner with PM, engineering, research, and growth on strategy and tradeoffs.

- Lead a team of **8 designers**, growing the team's craft through critique and direction, and shifting them to AI-native practice across research, content, and prototyping
- **3x lift in conversion and activation** through design and a sustained experimentation program with PM and engineering, measured against defined UX and conversion metrics
- Built and operate **16 specialized AI agents** covering research, analytics, content, prototyping, and audit. Defined the behaviors, handoffs, and shared context that let them work alongside the human team. [View the system](#)
- Use **Claude Code daily** to prototype in HTML, CSS, JS, pairing directly with frontend so what ships matches the design intent

Head of Design · Roundforest (Sagely)

May 2023 → Sep 2024

Founding design leader for Sagely, a 0-to-1 AI consumer recommendation marketplace at **40M monthly users** and **\$1B+ annual purchases**. Owned the creative direction end to end.

- Defined the consumer experience and interaction model for an AI shopping assistant for an audience that had never seen the pattern, balancing innovation with intuitiveness
- Designed for a high-stakes flow where earning user trust in something people act on with their own money was the central problem
- Partnered with data science to turn model output into something users could read, trust, and act on

Product Design Team Lead · monday.com

Jul 2022 → May 2023

Led design for workflow automation, one of monday.com's most technically dense product areas.

- ~15% increase in feature adoption in a product area with high cognitive complexity and professional user expectations
- Worked shoulder-to-shoulder with engineering on problems where technical constraints were part of the design, not just a delivery filter

Director of Product Design · Namogoo

Dec 2019 → Jul 2022

Built the design function at an AI-powered ecommerce personalization company from 1 designer to a team of 8.

- Built the company's first design system: components, guidelines, and the contribution workflow that kept an enterprise product consistent for major global retailers
- Recruited and developed the team, establishing hiring, onboarding, career frameworks, and craft culture from scratch
- Set creative direction for B2B operator interfaces where making model output legible and trustworthy was the hard problem

Senior Product Designer · Outbrain

2019

Redesigned advertiser tools and reporting dashboards for a digital content distribution platform.

Product Design Team Lead · Reed Business Information (RELX)

2015 → 2019

Led product design across multiple digital information and marketplace products within the RELX group.

02 SIDE PROJECT

SaaS Sleep School · solo AI audio pipeline, live on Spotify

2025

Designed and built a full AI audio production pipeline solo in a weekend. Stack: Claude + ElevenLabs + ffmpeg + Flask + Buzzsprout + Spotify RSS + Netlify. Live: saas-sleep-school.netlify.app · [Spotify](#)

03 SKILLS

Design leadership

Design systems

Hands-on craft

Research & synthesis

Experimentation

Accessibility

Figma

Claude Code

Cross-functional leadership

Music production & audio

04 EDUCATION

General Assembly – UX Design Certificate

SAE Institute London – BA Audio Engineering