MAYA KAPEL

Product & UX Lead | Builder | Enterprise Product Strategy | Stakeholder Management

Israel | +972 52-6258085 | maya.kapel@gmail.com | linkedin | **Portfolio**

Product leader in complex enterprise environments, owning the path from discovery and problem definition through requirements, scope decisions and delivery. Leverages AI-driven development and vibe coding to rapidly prototype and build products alongside strategic product leadership. Works directly with executives, client stakeholders and engineering to frame the problem, evaluate solution alternatives and recommend what gets built, then designs it end to end. Combines systems thinking, operational judgment and a background in visual storytelling.

CORE EXPERTISE

Discovery and strategy User research, stakeholder interviews, problem framing, client-facing ideation, requirements definition, solution evaluation and workshop facilitation.

Product design Enterprise UX, information architecture, interaction design, complex workflows, role-based experiences, wireframing, vibe-code prototyping, high-fidelity UI and design systems.

Stakeholder management
Enterprise client relationships, expectation management, cross-functional alignment, decision facilitation and balancing business priorities, user needs and technical constraints.

Delivery and collaboration Functional specifications, usability testing, design reviews, stakeholder alignment, developer collaboration, QA support and design mentoring.

EXPERIENCE

IEC via HeadOn | Product & UX Lead **2025-Present**

Enterprise operational systems for Israel Electric Corporation

- Own product direction for complex operational systems as the sole product and design lead, setting scope and priorities directly with client stakeholders, the CTO, architects, developers and QA.
- Conduct user and stakeholder interviews, map operational workflows and translate findings into prioritized product requirements that define release scope, alongside information architecture, user flows and functional specifications.
- Evaluate solution alternatives with clients and engineering, surface the trade-offs and recommend the direction that best balances user needs, technical feasibility and business constraints.
- Create interaction designs and high-fidelity interfaces within an enterprise design system; support implementation, review design quality and resolve edge cases with developers and QA.

Selected initiatives

- System separation: Made the case for splitting one overloaded platform into three dedicated systems, and led the research, solution definition and UX/UI behind it. Evaluated access models with stakeholders and architects and recommended the chosen approach; defined distinct navigation, permissions and visual identities within a shared design language.
- Scheduled Jobs: Led discovery, scoping and mobile UX/UI for digitizing planned field work previously coordinated through paper, calls and WhatsApp. Defined the operating model, including team handoffs, power-state reporting and completion rules, and drove it through development and QA to pilot validation.

SymbolStory | Project Manager & Lead UX **2024-2026**

AI-driven SaaS platform for therapy and mental well-being

- Led product and UX strategy from research through user flows, wireframes and interactive prototypes; worked with engineering and business stakeholders to decide scope and shape feasible solutions.
- Conducted interviews, surveys and usability testing, and developed design-system components and UI guidelines to support a consistent product experience.

Anyapp Startplan | Head of UX & Product Designer **2022-2025**

- Led user research, competitive analysis and interactive prototyping, partnering with stakeholders to inform product direction and design decisions.
- Managed and mentored designers, facilitated UX workshops and design sprints, and supported collaboration between design and development.

Schoolar Startup | Product Designer & Design Manager **2021-2022**

- Led the design cycle for a digital education platform, from ideation and research to user journeys, high-fidelity UI and implementation with developers.
- Established the product's visual language and created branding and communication materials.

Photography Studio | Founder & Manager **2006-2021**

Founded and ran a multidisciplinary photography studio, managing a team, client relationships and creative delivery.

Technion | Lecturer & Head of Youth Program **2007-2010**

Led digital photography and advanced studio programs, building experience in teaching, presenting and guiding creative work.

EDUCATION AND TRAINING

Bar-Ilan University | Certified Product Manager | 2024

Netcraft Academy | UX/UI Design | 2019-2020

Tel Aviv University | Graduate studies in Interdisciplinary Arts | 2013-2018

WIZO Academy | B.Ed.Des., Photography | 2000-2004

TOOLS AND LANGUAGES

Figma, Adobe Creative Suite, Jira, Asana, Slack; generative AI tools including ChatGPT, Claude and Perplexity.

Hebrew: Native | English: Professional proficiency