

# Stav Stein

Head of UX at Wix.com

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Experienced UX leader with 7+ years in startups and corporate environments, driving UX and product strategies while delivering innovative solutions. Proven in leading teams, mentoring managers, and aligning design with business goals. Expertise in UX research, design thinking, and product development, focusing on intuitive, accessible interfaces. I oversee the user experience for key Wix platforms, including Wix Business Manager, Wix Documentation portal, and Developer Center.

## Education

### B.Design Interaction

Holon institute of technology  
2014-2018

## Exhibition

Milano Design Week  
APRIL 2019

## Key Skills

### Design Leadership & Strategy

- Lead cross-functional teams
- Recruitment
- Product roadmap and vision planning
- Stakeholder management across business units
- Mentoring and coaching designers

### Product Design& Innovation

- Design thinking and UX Strategy
- Product research
- Customer journey mapping
- Information architecture
- Rapid prototyping
- Design systems implementation
- Visual and UI design

### Tools & Technologies

Figma, Adobe CC, Principle, Sketch, InVision  
HTML/CSS, Arduino, Processing.  
Data analytics: Tableau, Google Analytics,  
FullStory. Collaboration: Monday.com, Jira.

### Languages

Hebrew - Native  
English - Fluent

## Work Experience

2023- Present | Wix.com

### Head of UX

As Head of UX for Wix OS & App market groups, I drive UX strategy and roadmap for products catering to a wide audience, from DIY users to professional developers. Leading UX managers across both groups, I ensure cohesive, user-focused design while aligning closely with executive leaders, product managers, and engineers to create intuitive, scalable solutions. My role has been instrumental in initiatives like the Wix Studio and developer platforms, which have transformed Wix from a DIY solution to a professional business offering, significantly expanding the company's impact and reach in the industry.

2021-2023 | Wix.com

### UX Team Lead

As a UX Team Lead, I built a design team focused on enhancing system consistency and development speed. By creating standardized design components and UX guidelines, we improved collaboration with developers, reduced redundancy, and ensured cohesive user experiences across products, ultimately boosting productivity and product quality.

2020-2021 | Wix.com

### Senior Product Designer

I enhanced the UX of the back-office site management product, focusing on multi-location settings, the Settings Lobby, Notifications, and the business manager dashboard. These improvements streamlined user flows and contributed to a 2% increase in premium subscriptions.

2019-2020 | AgriTask

### UX Team Lead

AgriTask, a global agtech company, provides data-driven solutions for agriculture. I analyzed user feedback to improve UX, led hiring, and designed the AgriTask Greenhouse product, now used by over 5,000 users in 70 countries, collaborating with founders and teams to ensure alignment and successful implementation.

2019-2020 | AgriTask

### Product Manager

Managed GIS product development, including prototyping and timelines. Documented user stories and requirements, updated strategies based on market trends, and gathered stakeholder input to refine marketing and prioritize the product roadmap.

View my complete work experience on [LinkedIn](#)