

Arthur Katz

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Professional Summary

Product designer and design leader with 6+ years designing complex B2B products and scaling design systems. Focused on AI-native, agentic workflows, from problem definition through production-ready solutions. Strong background in cross-functional leadership and aligning design with business impact.

Work Experience

Senior Product Designer, Brandlight - 06/2026 – Present

Own end-to-end design for an AI-visibility platform used by Fortune 500 brands to track and improve how they appear across AI search engines, spanning analytics, reporting, and agentic surfaces.

- Lead end-to-end design for core product areas, from problem framing and discovery through UI, prototyping, and delivery with engineering.
- Design data-dense analytics and reporting experiences that make AI-search visibility legible and actionable for brand and marketing teams.
- Shape AI-native and agentic surfaces, translating complex model outputs into clear, goal-driven user flows.
- Extend and maintain the design system, keeping patterns and components consistent as the product surface grows.

Head of Product Design, Silverbee - 04/2025 – 05/2026

Led product strategy, execution, and team development for an AI-native startup, partnering with founders and cross-functional leaders to build the design function.

- Partnered with founders and leadership to shape product vision and design strategy, contributing to a \$10M raise at a \$40M valuation.
- Established the design function from 0 to 1, implementing scalable processes, standards, and team rituals.
- Built and operationalized a design system that improved consistency and shortened design-to-development handoff.
- Led design of AI-native, agentic workflows, translating ambiguous requirements into structured, goal-driven experiences.
- Hired and mentored a growing design team, improving output quality, review rigor, and execution speed.

Lead UX/UI Designer, Twik - 07/2021 – 03/2025

End-to-end product design across discovery, UX, UI, and delivery, turning input from product, engineering, and users into shipped features.

- Led end-to-end design for high-impact shipped features across discovery, UX, UI, prototyping, and implementation.
- Collaborated with cross-functional teams to turn user and business needs into clear problem definitions and product opportunities.
- Designed and iterated on complex user flows, validating solutions through feedback and improving completion rates.
- Raised implementation quality through close engineering partnership and clearer design handoff.
- Mentored team members and supported hiring, helping scale design maturity.

Product & Web Designer, Freelance - 05/2019 – 07/2021

End-to-end UX/UI for clients across multiple industries, from problem definition through high-fidelity design.

- Led product design engagements across multiple industries, from business need to production-ready UX/UI.
- Delivered wireframes, flows, prototypes, and high-fidelity designs on fast-moving timelines.
- Earned repeat client work and referrals through consistent delivery quality.

Education

User Experience in Design and Visual Communications, Holon Institute of Technology (HIT) / 05/2021

Graduated with high honors with an A+ on my final project.

Skills

Product Design, UX/UI Design, Interaction Design, Product Strategy, Design Systems, User Research, Prototyping, Information Architecture, B2B SaaS, AI Product Design, Agentic UX, Human-AI Interaction, AI Search Visibility (GEO), Data Visualization, Complex Systems Design, Problem Framing, Discovery & Research, Cross-Functional Leadership, Stakeholder Management, Design Leadership, Mentoring, Hiring, Figma, Claude, Coffee