

Hi, my name is Bar Sahar.

Senior Product Designer. Complex B2B Saas & AI Products.

Senior Product Designer with **8 years** of experience turning **complex, data-rich workflows into simple, high-impact products** across web, desktop, and mobile. Owns design strategy end-to-end, from research to shipped, measured outcomes. Designs AI-powered products. Uses research to **shape what gets built**.

Experience

Flare (US Legaltech) - Senior Product Designer · Apr 2023 - Present

- Drive design strategy with 2 PMs, **shaping roadmap and priorities**. Act as the design voice for cross-functional teams including **ongoing UX advisory to Flare's AI team**, and run continuous research with attorneys and C-level.
- Designed Case Control, the paralegal workspace at the core of our new back office - shifting non-legal work to paralegals so 15 "Autopilot" attorneys could **scale to handle 30% of all clients**.
- Rebuilt attorney onboarding, lifting 7-day completion rate **from 20% to 60%** and cutting average time-to-first-client **from 14 days to 6**, directly easing the company's attorney-supply bottleneck.
- Ship data-validated improvements across the platform, consistently A/B testing and measuring impact. Increasing our main metric, **repeat-service opportunities by 23%**.
- **Prototype flows in code** against our own repo (draft PRs developers build from). **Lead research** and decisions for the in-house design system, directing an external studio on execution.

Wix (DeviantArt) - Senior Product Designer · Feb 2021 - Mar 2023

Web3 UX/UI Lead · Sep 2022 - Mar 2023

- Lead design for DeviantArt's new Web3 initiative - **a 0-to-1 effort** introducing NFT-based ownership for digital art, letting creators verify ownership and monetize from their work.
- Built deep expertise in a fast-moving domain and owned the foundational **UX research and education strategy** - defining how a non-crypto-native community would be introduced to Web3 concepts. Partnered with C-level and marketing to shape the launch approach.

Community Squad · Feb 2021 - Sep 2022

- Designed 15+ core community products - including User Profile, Notifications Center, and Chat to grow engagement. Redesign of Notifications Center **lifted replies & comments 27%, doubled main-page visits, and drove an 800% increase in group-notification visits**.
- Ran research and led design-thinking sessions, **mentored** junior designers and interns.

08:15 Design (UX & digital-strategy agency) - Product Designer · Aug 2018 - Feb 2021

- Held high-level security clearance to design for the Israeli Air Force, including sole ownership of the Management System for the IAF Flight Academy - working directly with officers on the ground - alongside other high-clearance projects.

LivePerson - UI/UX Design Intern · Aug - Nov 2017

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Israel

Education & Service

B.Design, Visual

Communication Design at

Holon Institute of Technology

(HIT) · 2014 - 2018

Course Commander, System

Administration at **Mamram**

(BSMH) IDF · 2010 - 2012

Skills & tools

Design

Product design (web, desktop, mobile) · interaction & visual design · information architecture · design systems · prototyping in code

AI

Designing AI-powered product experiences · UX advisory to AI teams · AI-assisted research synthesis · AI-assisted prototyping · integrates new AI tools as they emerge

Daily tools

Figma · Claude · ChatGPT

Languages

Hebrew Native speaker

English Professional