

Bezaleel Balan she/her

Product Designer

I'm a Product Designer crafting data-driven, user-centered designs. At Microsoft, I'm designing the Surface Pro customer experience, improving product discoverability and conversion. Previously, at Carvana, I designed high-impact campaigns that increased revenue and engagement.

Experience

Senior UX Designer @ Microsoft

April 2024 - Present • Los Angeles, California • Contract

- Collaborate with cross-functional teams to develop scalable, user-centric solutions that align with business goals and drive impactful experiences in the Microsoft Store Studio, specializing in Surface Pro and Trade-In experiences
- Drive the end-to-end design process, from ideation to high-fidelity prototyping ensuring all experiences meet the highest standards of design, accessibility, and inclusivity.
- Lead experimentation design and data-driven UX strategies, leveraging A/B testing and user insights to increase conversion and customer engagement.

Product Designer @ Carvana

May 2021 - Aug 2023 • Los Angeles, California

- Design and execution of promotional and brand campaigns as well as transactional communications across channels aimed to increase sales conversion and expand our users; generating \$95M+ revenue and reaching 17M+ customers in a single campaign.
- Collaborate with cross-functional teams including brand and marketing, product management, UX writers, and engineering to deliver high-quality digital products aligned with user and business requirements.
- Conduct user research, group ideation activities, rapid prototyping and usability testing with cross-functional product teams to better understand customer and business needs.

Product Designer @ Swoop

May 2020 - May 2022 • Los Angeles, California

- Responsible for maintaining and evolving the consumer-facing designs, visual language, information architecture, and overall product aesthetic from concept to MVP.
- Collaborate with cross-functional teams to identify new use cases to design, build new components and patterns, and lead design development and implementation.
- Utilize data from collected customer insights to identify new needs or challenge existing portions of the design system to evolve and maintain high-quality designs.

Designer @ Gensler

Jan 2018 - Apr 2021 • Los Angeles, California

- Implemented user-centered design processes to create impactful solutions for diverse clientele, including digital interfaces and spatial experiences.
- Championed design quality and consistency, contributing to the success of award-winning projects and publications.

Education

University of California, Los Angeles

Aug 2014 - Jun 2017 • Master of Architecture • Graduated with Distinction • 3.9 GPA

Columbia University

Aug 2011 - Dec 2011 • New York / Paris Design Program


University of San Francisco

Aug 2007 - May 2011 • Bachelor of Arts in Architecture • Magna Cum Laude • 3.8 GPA

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Product Design

Experienced in creating systematic, interactive, and visually precise design products.

Content Strategy, Design Systems, Information Architecture, Marketing Design, Mobile Design, Onboarding, Growth, Product Strategy, Service Design, Visual Design, Web Design

Research

Expert in leveraging qualitative and quantitative research to inform design choices and ensure user-centric product development.

Qualitative, Qualitative Usability, A/B Testing, User Engagement Metrics, Customer Conversion Rates, Interviews, User Testing, Surveys, Research Analysis, VOCs

Collaboration

Experienced in partnering with Engineering, Product Management, Accessibility and Research to craft impactful solutions.

Design Critiques, EA Workshops, Horizontal Partnerships, Roadmapping, Stakeholder Collaboration, Storytelling, Presentations

Accessibility

Understanding of accessibility compliance. WCAG criterion and Section 50B.

Tools

Proficient with an extensive toolkit that includes:
Figma, Sketch, Adobe Creative Suite, Procreate, Miro, Confluence, Invision, Jira, ADO, Keynote, Google Workspace, Microsoft Office Suite