

ESTHER Koubi

open to full-time roles!

Product Designer · UX/UI — B2B SaaS, CRM & e-commerce

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I design SaaS, CRM and e-commerce tools that stay *clear* for the people using them all day, and work for the business behind them. Six years across B2B products, an agency and a brand of my own, from research to developer-ready Figma files. Based near Jerusalem; English, French, basic Hebrew.

Experience

2024 – now

Freelance Product Designer · B2B SaaS, CRM, AI products

- **Offir Management, project CRM.** CRM for companies running infrastructure and solar projects. Wireframes to high-fidelity UI across 10+ modules, plus workflow templates. Delivered; the client was very happy.
- **001 Translation, operations platform.** Took over a half-finished file mid-project (admins, translators, clients). Made patterns consistent, designed the missing desktop and mobile flows, organised the file for flow-by-flow handoff. Validated and delivered.
- Worked with founders, PMs and developers. Also landing pages for AI SaaS (Zaping.ai, Lead.ai) and small-business websites.

2025 – now

ES KALMA, co-founder · women's activewear brand, Israel

- Built the brand from zero: positioning, identity and the Shopify store, which I designed and run.

2023 – 2024

Little Prince Digital, designer · digital agency

- Designed websites and online stores (Milya Store, Made4Me, We Bayit, Judith Kahn) and worked with the developers through to launch.
- Visual and social content for many client brands in parallel, including La French Tech.

2020 – 2023

Modulassur, Sweep, UX/UI designer · insurance software, retail app

- **Modulassur.** Redesigned an insurance CRM's quoting journey, from first quote to e-signature, across 3 product lines, so brokers can answer clients live on the phone. Mapped the journey, studied real calls, reorganised fields by frequency of use.
- **Sweep.** Redesigned a drive-to-store retail app.

Skills

Product

User research, journey mapping, flows, wireframes, prototyping, UI, design systems, handoff

Tools

Figma, FigJam, Shopify, Webflow, WordPress, HTML/CSS, Illustrator, Claude, Cursor

Brand

Visual identity, art direction, packaging

Education & languages

2018 – 2021

EEMI, Paris · Digital Product Manager

Languages

French (native), English (fluent), Hebrew (basic)