

MOSHE COHEN

Toronto, Ontario • Authorized to work in Canada • moshicoh@gmail.com • moshecohen.design •
linkedin.com/in/mosheproductdesigner • Available immediately

PROFILE

Senior product and UX/UI designer with 5+ years of experience owning complex products from problem framing through polished delivery. As Chapter's founding designer, I built the design practice from zero and designed three B2B platforms in parallel, including The Hub, an internal operations platform used across six departments and multiple US branches. I simplify information-dense operational workflows into clear web and mobile experiences, build scalable design systems, and partner directly with product, engineering, leadership, and operating teams in ambiguous, fast-moving environments.

CORE STRENGTHS

End-to-end product design • Complex B2B workflows • Product discovery & problem framing • Information architecture • Interaction design • Wireframing & prototyping • High-fidelity UI • Design systems • Cross-functional leadership • Figma

EXPERIENCE

CHAPTER | Senior Product Designer

Oct 2022 – Dec 2025

New York, NY (Remote)

- Joined as Founding Product Designer and was promoted to Senior Product Designer, building Chapter's design practice from zero and expanding responsibility across three live products developed in parallel.
- Led end-to-end design for The Hub operations platform, a client portal, and a subcontractor tender platform while setting direction, standards, and final quality across the product suite.
- Framed ambiguous operational problems with founders, product, engineering, and six departments, then translated requirements and workflow constraints into user journeys, flows, prototypes, and development-ready UI.
- Designed The Hub, a B2B operations platform that consolidated 15+ fragmented tools into one connected system for 50+ users across project management, finance, sales, interior design, leadership, and marketing.
- Created role-based, modular workflows that met distinct departmental needs while standardizing operations across US branches; the proposal workflow reduced turnaround time by 75%.
- Designed the client portal for 200+ homeowners and the subcontractor tender platform alongside The Hub, keeping shared patterns consistent while supporting different audiences and tasks.
- Built and maintained a component library and design tokens across the three products, improving consistency and giving engineering clear reusable specifications.
- Partnered with engineering through implementation, reviewing shipped work and resolving system states, accessibility details, edge cases, and component behavior before release.
- Designed an AI-assisted material-import workflow for high-volume data, replacing manual entry of dozens of parameters per item with an editable review state and manual fallback.
- Supported Chapter website work as a focused extension of the product brand while keeping the primary role centered on B2B product design.

VEEV | UX/UI Designer

Nov 2020 – Jul 2022

Tel Aviv, Israel

- Redesigned Veev's consumer smart-home app while working in parallel on in-home control panels, translating connected-home complexity into clear journeys for non-technical homeowners.
- Designed state-driven interfaces for lighting, climate, security, and room navigation across mobile and wall-mounted surfaces, with careful attention to system feedback and error states.

- Worked end to end from flows and interaction models through high-fidelity, development-ready UI, partnering closely with product and engineering.
- Created consistent interaction patterns across two distinct surfaces so homeowners could move between the app and physical panels without relearning the system.

EL AL ISRAEL AIRLINES | Advertising Department

Feb 2016 – Nov 2020

Israel

- Produced customer-facing creative across digital and print channels within an advertising operation managing approximately \$15M in annual media spend.
- Worked across campaign formats and delivery constraints, building strong visual judgment, production discipline, and concise customer communication.

EDUCATION

HIT Holon Institute of Technology | Interactive Design | 2018–2020

ACC | Copywriting | 2012–2013

Sapir Academic College | B.A. Communication, with distinction | 2010–2012

TOOLS

Figma • Framer • Adobe Creative Suite • Claude • Google AI Studio • Gemini