Anat Kalinski

Senior Product Designer — B2B SaaS, Complex Data Tools, AI

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SUMMARY

Senior Product Designer with 15 years of experience in digital design, including product roles at Dynatrace, Booking.com, Taboola and eTribez since 2018. Designs complex, data-heavy B2B SaaS for technical users — observability and developer tools, enterprise ERP modules and machine-learning features — from user research and discovery through to shipped product. Brings a background in behavioral science, hands-on product management experience, and practical AI skills, from LLM-powered design tools to multi-agent generative pipelines.

CORE SKILLS

Product design: B2B SaaS and enterprise UX, developer tools and observability, data-heavy interfaces, interaction design, end-to-end product design, prototyping, design systems and design tokens, accessibility (WCAG contrast), UX writing

Research: usability testing (moderated and unmoderated), user interviews, customer journey mapping, personas, stakeholder workshops, session analytics (LogRocket, Google Analytics), A/B testing

AI: AI-assisted design and prototyping (Claude Code, Codex, Figma Make, MCP), Copilot Studio agents, prompt engineering, multi-agent LLM/SLM pipelines

Tools: Figma (advanced components, variables, prototyping), Jira, Confluence, Google Analytics, Usertesting.com, Lyssna, Unity, HTML/CSS

EXPERIENCE

Founder & Product Designer — Brainful Games Jan 2026 – Present

- Designed, built and published DiffMaster, a live themed mobile game, using Unity, Claude Code and Codex, shaped by demographic research.
- Designed a multi-stage generative AI level-creation pipeline — planner, mask generator, contextual in-painter and evaluation reviewer — using LLM and SLM models within a fixed per-output compute budget.
- Set up cloud-based asset delivery (Unity Addressables) so new content ships without heavy app updates.

Senior Product Designer — Dynatrace Jul 2024 – Jan 2026

Observability platform (B2B SaaS) for DevOps engineers, SREs and backend developers

- Lead designer for Live Debugger, integrating an acquired product (Rookout) into the Dynatrace platform; partnered with 2 PMs, a technical product owner and the Observability solution lead.
- Planned and drove Live Debugger's two-month migration to Strato, Dynatrace's token-based design system — validated through design critiques with the design community and broken into components so engineering could migrate alongside the feature backlog.
- Redesigned app enablement based on 50 recorded user sessions (LogRocket) and unmoderated usability tests; delivered in 3 phases that let admins enable the app without solutions-engineer support, then moved opt-in into the session-configuration flow.
- Led the end-to-end redesign of the Failure Analysis module and its integration into the Services app: facilitated a 2-day workshop with internal users and stakeholders, prototyped and tested, and shipped the first iteration to production.
- Owned design for the Live Debugger VS Code and IntelliJ extensions, including a new settings sidebar, login flow and Logs tab.
- Built an AI UX-copy agent in Copilot Studio, grounded in company language guidelines and technical glossaries, and embedded it in a Figma plugin; refined it with the content design team and published it internally.
- Created an unmoderated usability-testing framework (Figma + Confluence) that several teams used before it was adopted as an official Dynatrace user-research resource.

Product Designer — eTribez Jun 2022 – May 2023

B2B SaaS ERP for TV and film production companies

- Designed a production timeline module that moved the company's biggest client from Excel sheets to an end-to-end production timeline in the platform.
- Rebuilt the design system in Figma (migrated from Axure): an accessible color palette with every color contrast-tested to WCAG AA/AAA, a tokenized type scale and a dynamic component library.
- Set up a Figma team library and trained product managers, enabling them to take on small design tasks independently.
- Redesigned the data-heavy Cost Management and Budget modules — a 4-level table hierarchy and an in-context details drawer — validated in sessions with client staff and aligned with the CPO on long-term direction.
- Defined user personas, ran requirement sessions with corporate customers, and delivered interactive prototypes, specs and redlines to engineering.

Product Designer — Taboola Nov 2021 – Jul 2022

Publishers core product team (B2B platform for online publishers)

- Designed feature concepts and interaction logic for publisher-facing systems.
- Created multi-step interactive flows covering edge cases, with detailed behavior specs for engineering.
- Ran longitudinal user studies to track friction points across the product.

Booking.com — Machine Learning Center Jul 2018 – Jul 2020

***Product Manager**, Travel Communities (Jan 2020 – Jul 2020)*

- Owned features and growth metrics (MAU, DAU, bounce rate) for the Travel Communities social platform; wrote PRDs, user stories and roadmaps for a team of backend and full-stack developers.
- Defined hypotheses and success metrics for high-volume, multivariate A/B tests; monitored results with Google Analytics and Data Studio.

***UX/UI Designer**, Product Match and Destination Recommendations (Jul 2018 – Jan 2020)*

- Designed an ML-powered personalized match score between travelers and properties. Research revealed a trust gap; working with the data scientist, added an explainability model and a feedback loop — the feature then passed A/B testing and went live, increasing overall conversion.
- Designed destination-recommendation features: a customer journey map, an endorsement search, a 2-step country picker and a redesigned multi-leg trip bar (4 suggestions instead of 1).
- Ran moderated interviews and unmoderated usability studies for ML-driven interfaces, and wrote production front-end markup alongside engineers.

EDUCATION

B.A. in Behavioral Science — Bar-Ilan University (graduated with excellence)

UX Design Diploma — Uniq UI-UX School