

# Victor Kaidan

## PRODUCT & DESIGN LEADER

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## SUMMARY

For two decades I've led the Design and Product sides of large-scale products, most recently defining the UX strategy of a B2B analytics platform through its shift to a PLG model and AI-native transformation. My focus now is the seam where AI is reshaping how Product, Design, and Engineering work - collapsing the sequential handoffs between them and compressing the delivery cycle. Background spans enterprise SaaS, fintech, and consumer tech, also anchored by roots in psychology, marketing, and a scientific mindset.

## EXPERIENCE

### Director, Product Design | 2021 - present

Sisense | B2B2B/C, BI & Embedded Analytics; 500+ employees

Lead Product Design across the entire product portfolio, reporting to the CPTO. Own the design function end to end - operating model, hiring, budget, and design strategy. Lead a lean, multidisciplinary team covering UX/UI, research, and design systems. Contribute directly to product strategy and roadmap.

- Lead design for the company's two defining shifts - a move to Product-Led Growth (PLG) and the integration of AI across the product - shipping an AI assistant and a self-service Trial, with a platform-wide information architecture overhaul underway.
- Defined the vision and product concept for the platform's AI-native transformation - conceptualizing agentic AI capabilities across the platform and contributing to roadmap planning and prioritization.
- Developed a framework for the modern Product Development Lifecycle, defining a new model for how Product, Design, and Engineering teams work and collaborate more efficiently and productively in the AI era.
- Steered a cross-functional frontend standardization and AI-assisted automation initiative, guiding teams to accelerate delivery without sacrificing consistency or quality.
- Built, led, and evolved the design organization through successive cycles of restructuring and rebuilding.

### Lead Product Designer | 2020 - 2021

Sisense

- Led design for the platform's most complex product areas, raising consistency and usability across the experience.
- Directed the build of the design system and its component-and-style library, establishing a shared foundation across product teams.

### Senior Product Designer | 2018 - 2020

WalkMe | B2B2C, Digital Adoption Platform; 500+ employees

- Owned end-to-end UX/UI design of the WalkMe Mobile platform, later leading major improvements to the Core product.
- Redesigned the WYSIWYG editor, increasing user workflow efficiency by ~800% and establishing market leadership in flexibility and functionality.
- Designed a further-optimized editor that more than doubled productivity for users with limited technical and design skills.

## Product Manager & Principal Product Designer | 2015 - 2018

Smartlend | B2B, B2C, Fin-Tech; 20+ employees

- Owned the full product lifecycle across the company's B2B and B2C products - from research, product planning, and PRDs, through UX and UI design to delivery - partnering with Business Development on one side and the CTO and Engineering on the other.
- Shipped a POS-terminal and mobile application that onboarded low-skilled users with minimal retraining.
- Reworked a critical stage of the user journey, sharply increasing conversion and cutting abandonment.

## Design Team Leader, CRO Manager | 2012 - 2015

Toyga | B2C, Fin-Tech; 200+ employees

- Led the design team, raising the performance KPIs of its creative output.
- Created high-converting designs that generated 400k+ leads and ~\$12M in revenue (~40% of annual revenue).
- Ran systematic A/B testing and CRO across landing pages, delivering consistent, substantial conversion gains.

**Earlier career:** web, brand, and UI design across agencies and independent practice.

## SKILLS

**Leadership & Strategy:** UX Strategy, Product Strategy, Roadmap Planning & Prioritization (RICE, Kano, adapted frameworks), OKRs, Product Discovery & PRDs, Design Operations & Operating Models, Team Building & Hiring, Agile, Cross-functional Leadership

**Domain & Technology:** AI / Generative AI (in product & process), Product-Led Growth (PLG), Enterprise SaaS, BI & Analytics

**Systems & Practice:** Design Systems, Information Architecture, Interaction Design, Design-Engineering Collaboration, Design Thinking, User-Centered Design (UCD)

**Research & Optimization:** User Research, Usability Testing, A/B Testing & Experimentation, Conversion Optimization (CRO), Product Analytics

## EDUCATION

MSc in Biotechnology, State University of Moldova

Machine Learning, University of Washington (Coursera), 2018

Introduction to Entrepreneurship for IT Projects, Microsoft Academy, 2015

## LANGUAGES

English (Full proficiency), Hebrew (Full proficiency), Russian (Native), Romanian (Intermediate)