

+972 (0) 58 598 91 89davejanslevy@gmail.com**RESIDENCY**

Lives in Tel Aviv, IL
 IL + EU citizenship
 Open for remote work and relocation

PORTFOLIOwww.userbestie.com**EDUCATION****Master in Architecture**

PHAI Institute, Brussels, BE

Post Grad Lecturing

Erasmus College, Brussel, BE

ISO/IEC 27001 Cert, 2022

Cyber security Certification

Netcraft Academy, IL

LANGUAGES

ENG, FRA, NED, HEB

SKILLS**Leadership & Strategy**

- Business acumen
- UX leadership
- Design vision
- User advocacy
- Design team management
- Mentorship
- Talent recruitment
- Cross-functional collaboration
- Communication across tech and non-tech teams
- Adaptability in dynamic environments

User Experience & Design

- User research
- Usability testing
- Prototyping, and wire framing
- UX & UI excellence
- Information architecture
- Content design (UX writing)
- Design systems creation and governance

Innovation & Emerging Tech

- Generative AI design fluency and integration into workflows
- Driving adoption of new tools and methods to elevate team performance

Tools & Platforms

Adobe Creative Suite, Figma, Framer, Miro, Jira, Monday
 Gen AI-powered design tools

RECOMMENDATIONS[LinkedIn](#)**PROFILE**

Product design leader with +15 years of experience driving UX excellence across CyberTech, B2B SaaS, enterprise platforms, and internal tools at global corporations like DELL EMC, Microsoft and AB Inbev.

Specialising in crafting scalable design systems and launching secure, data-intensive products from 0-to-1 platform builds to KPI-driven redesigns, used by global DevOps teams and business units.

Combining strategic design vision with hands-on execution, mentoring teams, and shaping impactful experiences across mobile, web, and data environments in fast-paced, cross-functional settings. Blending design craft with AI innovation, supported by strong technical fluency and proven results.

EXPERIENCE**Product Design Director, AB INBEV, Tel Aviv/Brussels 2021-2025**

AB InBev, a global brewing company, uses a global data platform to optimise procurement, marketing and customer engagement.

Managed a product design team of 12 personnel across 3 continents, aligning efforts with Engineering, Product, and Support. Shaping UX/UI vision and product design roadmap.

AB INBEV Global Data Platform

- Defined user needs and built a design system adopted by global DevOps teams
- Launched the platform **0-1 in 6 months**, driving the product design of secure data workflows, leading to **100% global adoption** within a year
- Improved company set KPI: **Time to Insight by 30% in Y1, 45% in Y2**
- Founded Data Visualization Studio; designed custom & templated dashboards in the org
- Improvements led to increased revenue growth, cost savings and data literacy

AB INBEV CyberTech – FIFA Qatar 2022

- Designed and monitored secure access flows for partners and VIP areas
- Improved privacy and compliance principles across custom monitoring solutions

AB INBEV B2B Marketplace App

- Development of user-centric mobile design system: **27% increased DevOp efficiency**
- **Boosted search success by 45%** through user centric product redesign
- Reduced cart abandonment, driving **19% sales growth**
- **Active in 20 Countries - 3.8M monthly active users**
- E-commerce revenues: **BEES 2020: 15% > BEES 2024: 75% (\$65B)**
- BEES Marketplace generated 36 million orders and **captured \$2.5B in GMV from sales of third-party products in 2024, a growth of 31% to 57%**

Product Design Lead, NETCRAFT, Tel Aviv 2017-2021

Netcraft is a strategic design and usability company with a distinguished track record in serving global corporates as start-up clients.

I managed design and UX research teams. Clients' point of contact, led projects from A to Z.

DELL EMC PowerProtect

- Defined user needs and built a design system adopted by DevOps teams
- Prototyped and conducted usability testing on complex user workflows
- Improved data resilience and observability **reducing ransomware recovery time by 40%**.
- Centralized management powered by AI > **reducing manual effort by 50%**

CYBER X – Microsoft

- Iterative design cycles, information architecture, prototyping and testing of complex user workflows
- Supported compliance (IEC 62443, NERC CIP) by generating audit-ready reports and continuous risk assessments **cutting remediation time by 35%**