RESUME

Itzik Bitran

I am a Design leader with 15+ years of experience in product design, including 9+ years building and running the full design function at Franklin by QIAGEN, a clinical genomics platform used by 4,000+ organizations across 95 countries, through hypergrowth and a strategic acquisition, inside a compliance-driven medical environment. A player-coach equally comfortable in the details or leading a team and process: hands-on at Franklin today, with experience building and managing a design team.

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EXPERIENCE

Head of Design | Franklin by QIAGEN
Jun 2017 - Present

Design lead for Franklin (formerly Genoox), a **clinical genomics platform** used by geneticists and clinicians in 4,000+ organizations across 95 countries, including Mayo Clinic, Washington University, Regeneron, and Ambry Genetics.

- Own **end-to-end design** of a complex, data-heavy clinical platform: UX research, flows, final UI, and design system
- Designed Franklin's variant-interpretation experience, consistently cited by users as the **best UX in the genomics market**
- Led UX for Franklin's self-service product: zero human onboarding, a **key growth engine** for the business
- Designed configurable workflows for labs with fundamentally different processes and requirements
- Own marketing and brand design alongside product, extending design ownership beyond the core experience

Head of UI Design Team | Uniq UI
Jun 2014 - Jun 2017

Head of the design team and a core member of Uniq UI's **management team**, across a diverse client portfolio from cybersecurity startups to global consumer brands.

- **Built and led a 5-7 person** design team, running creative work from concept through execution
- Led the complete digital ecosystem for a **DreamWorks** Christmas attraction on an aggressive timeline
- Clients included: DreamWorks, ThetaRay, Sixgill, Intel, Osem, Caesarstone, and many more

PREVIOUS EXPERIENCE

Head of Design UI/UX | Cloudents
2013 - 2014 | Owned UX/UI across web, mobile, and tablet.

Senior Designer | 3Bears studio
2010 - 2013 | UX/UI design for web and mobile products across finance and retail, including Cellcom, Bank Leumi, and Caesarstone.

Web Designer | Grey Interactive & Freelance
2007 - 2010 | Web and digital design for global consumer brands

CORE SKILLS

Product UX design
UX research
End-to-end UX/UI at scale
Data driven design
AI generative tools
AI/ML product design
Design system
Design leadership
Cybersecurity
Mentoring
Information Architecture
Brand & marketing design
Regulated (medical) environments

TOOLS

Figma, Claude (Code, Design, Cowork), Gemini, Sketch, Adobe creative tools

EDUCATION

B.Des, Visual Communication
Holon Institute of Technology
2005 – 2009

VOLUNTEERING

Volunteer UX Mentor, MesayaaTech
2026–Present

LANGUAGES

Hebrew: Native
English: Fluent