

Rosha Motti

SENIOR PRODUCT DESIGNER

0->1 SaaS / AI / Systems

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01 PROFILE

Product designer with 15+ years translating complex technology into intuitive, polished digital products. Experienced in 0->1 product design, interaction systems, research, prototyping, and visual craft - with a recent focus on human-centered AI.

02 SIGNALS

APPLE

iPhone 4 launch

INSTART LOGIC

early design hire

SOCIALSHIELD

acquired by Avira

STANFORD

AI UX / 2026

03 CAPABILITIES

PRODUCT

0->1 Product Development
Interaction Design
User Research + Testing
Prototyping
Design Systems

AI

Human-AI Interaction
Generative AI Product Design
AI-Assisted Prototyping
Prompt Design

TOOLS

Figma / Framer
Adobe Creative Suite
AI Prototyping Tools
HTML / CSS / JavaScript

04 EDUCATION

Stanford University

UI/UX for AI Products / 2026

Academy of Art University

BFA, Web Design / New Media / 2010

San Jose State University

Computer Science coursework / 2003-06

05 EXPERIENCE

Founder & Principal Product Designer / Independent

2015-PRESENT

0->1 / PRODUCT + BRAND

- Partner with founders and small teams to turn ambiguous early concepts into product strategy, user flows, prototypes, design systems, and production-ready interfaces.
- Selected engagement: Cyral - designed a 0->1 cloud data security web application and accompanying brand system for an early-stage product team.

Product Designer / Memory Map

2026

AI TRAVEL COMPANION / STANFORD

- Designed an AI travel companion spanning pre-trip planning, in-the-moment contextual assistance, and post-trip memory capture.
- Led problem definition, user research, interaction models, wireframes, product flows, and a working interactive prototype.

UI/UX Designer - Early Design Hire / Instart Logic

2012-2015

ENTERPRISE SAAS / LATER ACQUIRED BY AKAMAI

- Led in-house design across the enterprise web application, product features, brand, and digital experiences as the company scaled from early stage.
- Worked directly with founders, engineers, product leaders, executives, and agencies to translate complex technical capabilities into clear product experiences.

UI Designer / SocialShield

2010-2011

CONSUMER SAFETY / ACQUIRED BY AVIRA

- Designed UI, user flows, wireframes, and high-fidelity interfaces for a web platform helping parents understand safety risks across social-network activity.

Production Designer / Apple - iPhone 4 Launch

2010

CONTRACT / CUPERTINO

- Supported on-site production design for the iPhone 4 launch, collaborating closely with design and engineering teams in a high-quality, deadline-driven environment.