

Ilan Lenzner

SENIOR PRODUCT DESIGNER · AI PRODUCTS

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6 AI tools for Playtika, month 1	20 live apps shipped in 2026	58 MB → 455 KB 3D model	10 GB PSDs rethemed, editable
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SUMMARY

Senior product designer for AI products - and I build what I design. Research, interaction design and design systems, through to working software in production. My edge is design judgment backed by the ability to ship it myself, so ideas get tested on real users, not in slides.

SELECTED WORK: BUILT AND SHIPPED

OptimizeGLB · optimizeglb.js.org - optimizes, retopologizes and auto-rigs 3D models on the web. Cut a 58 MB production model to 455 KB (-99%).
Voice AI persona · talk.ilans.net - real-time voice and chat agent with memory, Hebrew and English, cloned voice. Productized as a client kit.
Downshift - medication-taper iOS app, live on the App Store. React Native + Supabase, built end to end.
More (Lola - an AI agent with 240+ tools, Lens, InkForge) at ilans.net and github.com/ilan-stack · essays at ilans.net/writing

EXPERIENCE

AI Creative Specialist (Contract) - Playtika 2026 - present
Built and deployed an internal portal of six AI production tools in my first month - containerized services behind nginx on an on-prem GPU server
• **PSD Retheme** - rethemes a layered game-UI Photoshop file from a text prompt and returns a live PSD - editable text, effects and smart objects intact - after a brief-and-preview approval step. Handles ~10 GB production files; no off-the-shelf tool we found did this end to end.
• **Loc Studio** - localization pipeline that translates, checks in code, and sends every string to several independent AI reviewers - a human is asked only where the evidence is weak. Model cost shown per run.
• **Icon Studio** - generates game icons in the style of an existing art set, from a concept image or a list of names.
• **Spine Extract** - extracts animations, characters or parts from Spine exports, cuts atlases, and transplants characters between files - pure Python.
• Also deployed two of my own pre-existing tools for the team: **AI Studio**, an on-prem ComfyUI studio (image, video, 3D, audio) kept local so studio assets never leave the machine, and **Sprite Studio** for video-to-spritesheet export.

Independent - AI Development & Design Engineering 2026 - present
Designed and built for clients, end to end
• **The Guberman Group** (accounting & finance group) - a branded toolkit: a presentation builder with the brand's design language and animations built in, an animated email-signature generator for staff, and a Teams video filter that adds the company banner to every employee's camera.
• **HaNoar HaOved VeHaLomed** (national youth movement) - an AI pipeline that turns free-form activity plans into the organisation's official format: one model proofreads with an auditable change log, a second restructures it into their own Word template. Live in production.

Senior Product Designer - Sett 2025 - 2026
AI tools for a ~100-person playable-ad production team
• Designed an AI character-animation pipeline with a human-in-the-loop review step - ~4 h to ~15 min per asset, adopted team-wide.
• Shipped 5 After Effects extensions with AI built directly into the motion team's workflow, removing context-switching from their day.

Design Lead, Digital Health - Rabin Medical Center 2023 - 2025
Clinical software used across 4 hospital departments
• Led UX research with physicians and nurses; translated clinical needs into a shipped AI patient-engagement system.
• Authored the team's guidelines for using generative AI in clinical tools, adopted across the digital-health team.

Product Designer - PlayBatch 2022 - 2023

Product Designer - Bites 2020 - 2022
B2B SaaS for employee engagement, 10,000+ enterprise users
• Built the design system (tokens + reusable components) that became the single source of truth for design-to-dev handoff - engineers shipped straight from spec.

Creative Director - justAd → Market Group 2013 - 2020
• Led a 12-person team on mobile ad campaigns for Fortune 500 clients; built a modular ad-template system that cut production time ~60%.

SKILLS

Design	Figma (advanced prototyping), design systems and tokens, in-code prototyping, UX research, interaction design, accessibility (WCAG), motion, After Effects, Adobe Creative Suite.
AI	Agents, tool-calling and MCP servers, agentic development (Claude Code, Cursor), LLMs (Claude Opus 5 / Sonnet 5, GPT, Gemini, Ollama), evals, image / video / 3D pipelines (fal, ComfyUI, Replicate, Flux, Kling, LoRA training), voice (ElevenLabs, Whisper).
Engineering	Full-stack, production code: TypeScript, Python, JavaScript, Node.js, React, Next.js, React Native & Expo, Swift (macOS). Backend and infra: REST APIs, Docker, nginx, Linux GPU servers, Supabase, Vercel, GitHub Actions, self-hosted services. Graphics: Three.js, PixiJS, FFmpeg.
3D & CAD	Blender, Cinema 4D, SOLIDWORKS, Mimics (medical-imaging segmentation), glTF/GLB optimization for the web.
Languages	Hebrew (native), English (fluent, professional).