Ilan Lenzner

AI Product Architect · Senior Product Designer · Creative Technologist

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PROFESSIONAL SUMMARY

AI Product Architect and Senior Designer with 20+ years building digital products, directing creative teams, and engineering AI-powered tools from concept to production. I bring a rare combination: senior design leadership with hands-on AI engineering — from Figma to Python to live production systems. At Sett, I designed and built 45+ AI production tools as the sole AI developer. At Rabin Medical Center, I deployed AI systems across hospital departments and pioneered 3D surgical planning. I turn complex AI capabilities into intuitive products that people actually use.

CORE COMPETENCIES

AI & Automation

AI Agent Development · LLM Integration (Claude, GPT-4) · Prompt Engineering · Generative AI (Midjourney, DALL-E, Flux) · AI Video (Kling, MiniMax) · AI 3D (Hunyuan3D) · AI Voice (ElevenLabs) · LangChain & Vector DBs · n8n & Make · Custom GPTs · MCP Servers

Product Design

Figma (Advanced Prototyping) · Design Systems · UX Research & Usability · Interaction Design · Accessibility (WCAG) · Motion Graphics · 3D Modeling (Blender) · Adobe Creative Suite

Engineering

Python · JavaScript/TypeScript · Node.js · Swift · React · PixiJS · Three.js · FFmpeg · After Effects Scripting · Claude Code · AWS

Medical & 3D

Blender · SolidWorks · Meshmixer · Materialise Mimics · 3-matic · Surgical Visualization · DICOM Integration

PROFESSIONAL EXPERIENCE

AI Creative Lead & Product Designer   Sep 2025 — Present
Sett

- **Designed and built 45+ AI-powered production tools** and 15+ agent skills for playable ad campaigns — covering character animation, particle effects, 3D asset generation, background removal, image optimization, and automated QA
- **Created an end-to-end AI character animation system:** designed the UX and built the full pipeline (Kling/MiniMax AI video, automated chromakey, SAM3 segmentation, H.264 encoding) producing animated assets at scale for mobile ads
- **Designed and developed 5 After Effects extensions** for AI video generation, segmentation, music composition, and video expansion — adopted as daily tools by the motion design team
- **Built a native macOS drawing app** in Swift with AI-powered editing, layers, texture brushes, and Procreate-inspired UI for rapid concept art creation
- **Owned the full design-to-delivery pipeline:** from AI asset generation through video encoding to S3 delivery with automated quality checks across 15+ production workflows

AI & Design Innovation Lead
2023 — 2025

[Rabin Medical Center (Clalit Health Services)](#)

- **Deployed AI-powered patient engagement systems** across 4+ hospital departments, improving care coordination and patient interaction
- **Engineered n8n automation workflows** that replaced manual administrative processes, streamlining operations across clinical teams
- **Designed medical dashboards and eHealth interfaces** for clinical decision-making, improving data accessibility for physicians
- **Pioneered 3D surgical planning visualizations** — merging DICOM data with 3D models in Blender, Mimics, and 3-matic to support surgical accuracy
- **Led hospital-wide generative AI adoption,** establishing practical guidelines and best practices used across departments

Product Designer & AI Workflow Developer
2022 — 2023

[PlayBatch, Tel Aviv](#)

- Led UX/UI design for AI-based creative tools, acting as both Lead Designer and AI Logic Developer
- Built automation pipelines using OpenAI APIs and n8n, eliminating manual creative processes
- Collaborated with data science teams to embed predictive algorithms into user experiences, driving personalization and retention

Product Designer
2020 — 2022

[Bites](#)

- Designed scalable B2B SaaS interfaces for employee engagement and training platforms serving 10,000+ users
- Built and maintained comprehensive design systems, reducing onboarding friction and accelerating development cycles

Creative Director
2013 — 2020

[justAd (2013–2017) → Market Group (2017–2020)](#)

- Created interactive mobile ads for Fortune 500 clients; built modular template systems that dramatically cut production time
- Directed digital campaigns and led a multidisciplinary team of 12+ designers, copywriters, and developers

Rich Media Specialist
2007 — 2013

[eyeblaster (MediaMind / Sizmek)](#)

Launched 500+ rich media campaigns for top-tier global agencies, serving as primary liaison between product, analytics, and clients

Earlier: 3D & Motion Specialist at Gorni Digital, DPSI, ScanMaster (2000–2007) · Flight Operations Officer at El Al Israel Airlines (1995–2000)

LANGUAGES

Hebrew — Native · English — Fluent (professional proficiency)