

Elad Lublinski

Product Design Lead

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Product Design Lead / Design Engineer with 12+ years of experience architecting complex B2B platforms, fintech, and design systems. I bridge the gap between engineering speed and product validation. By embedding an AI-native toolchain (Claude Code, multi-agent frameworks) directly into the design phase, I eliminate static handoff friction and compress the UI production layer. This structural velocity allows me to maintain rigorous user discovery loops, ensuring teams use technical speed to build verified products rather than just shipping unvalidated features faster.

Professional Experience

Elad Lublinski Studio

● Freelance Product Designer & AI Consultant Feb 2026 – Present

- **Design Systems & AI Migration:** Audited, restructured, and migrated a legacy enterprise design system (MUI to shadcn) in 5 weeks, a cycle that traditionally spans a full quarter. Rebuilt 35 core components, stripped out architecture redundancies, and established unified design tokens.
- **Design-to-Code Alignment:** Configured the system for Figma Code Connect and aligned it to an AI infrastructure layer, completely eliminating the drift between design mockups and production codebases.
- **AI Integration Consulting:** Partnered with product design teams to audit their current execution layers, introducing practical AI-native workflows that accelerate prototyping and buy back time for continuous customer discovery.

StreamElements

● Product Design Lead Sep 2020 - Jan 2026

- **Platform Strategy:** Designed the core architecture for the Sponsorships Platform, mapping distinct, complex workflows for creators, advertisers, and internal operations to ensure platform cohesion.
- **Discovery & Delivery:** Maintained continuous discovery and rapid experimentation cycles that drove a 2.4x increase in campaigns per creator while reducing launch times by 37%.
- **Cross-Functional Systems:** Built and governed the company's foundational design system to support multi-sided SaaS surfaces, drastically reducing engineering dependencies and design bottlenecks during deployment.

● Senior Product Designer Jan 2018 - Sep 2020

- **Founding Designer (0-to-1):** Built the entire product architecture, visual language, and DesignOps from scratch as the sole designer.
- **Systems & Scale:** Created the company's first design system and research loops, enabling product teams to scale rapidly from a stable foundation.

Seeking Alpha

● Senior Product Designer & Mobile Specialist Oct 2014 - Dec 2017

- **Platform UI/UX:** Led desktop and mobile interaction design for a high-density fintech platform tracking global financial markets.
- **Data Visualization:** Re-architected complex financial charts, data visualizations, and content discoverability patterns for expert users.

Foundational Design & Visual Strategy

/ Agencies & Freelance

● Graphic Designer, Art Director & Illustrator 2005 - 2014

- Executed digital campaigns, brand systems, and interactive experiences for major clients. Established deep expertise in visual hierarchy, information density, and user psychology that forms the baseline of my current product architecture work.

Systems Architecture & AI-Native Workflows

AI didn't just speed up engineering. It gave every function in a company, not just devs, a way to build things themselves. Teams are shipping faster than they're validating what's actually worth building.

I bridge this gap by building a technical toolchain (Claude Code, multi-agent frameworks, React, TypeScript) directly inside the design phase. By treating UI components as structured data and prototyping in live code, I compress the production layer. This structural velocity frees up the team's bandwidth to focus on rigorous user discovery, market validation, and product strategy, ensuring we ship the right solutions for the business and the customer.

Skills

- **Product Strategy & Discovery:** Continuous Discovery, B2B & B2C SaaS Strategy, Systems Thinking, User Research & Problem Framing, Data-Driven Design, DesignOps, Gamification.
- **Interaction & Systems Design:** End-to-End UX/UI, Interaction Design, Design Systems Governance, Information Architecture, Visual Identity, Core Prototyping (Figma).
- **AI & Frontend Engineering:** Claude Code, Multi-Agent Workflows, Prompt Engineering, React, TypeScript, Next.js, Vercel, Git, LLM APIs.
- **Data & Analytics:** Mixpanel, Heap, Fullstory.
- **Leadership & Collaboration:** Cross-Functional Alignment, Team Mentorship, Stakeholder Management.

Education

Tiltan College of Design & Visual Communication 2004 - 2007

B.A. in Graphic Design & Illustration

John Bryce College 2011 - 2012

Mobile App Developer (Java, Objective C, HTML)

Language

- English (Fluent)
- Hebrew (Native)
- Dutch (A2)

Interests & Inspirations

Gaming & Psychology: Strategy games, behavioral mechanics, engagement design.

AI Exploration: Constantly finding new intersections between creativity and workflow.

Visual Culture: Sci-fi, board games, metal music.