

# MICHAL HAFTEL

PRODUCT DESIGNER SPECIALISING IN BEHAVIOURAL DESIGN & AI-DRIVEN SYSTEMS

## ABOUT ME

Product designer with deep expertise in **behavior change**, blending academic research with real-world product work. I combine data-driven thinking, creative execution, and leadership under pressure to craft experiences that are both strategic and impactful.

## EDUCATION

- **M.A Behavioural Economics**  
Reichman University
  - Thesis in **Human-Computer Interaction (HCI)** exploring behavior change strategies through AI-driven bot.
  - Specialized in the behavioral aspects of decision-making, psycholinguistics, UX research, and the neuroscience of HCI
- **B.Des Visual Communication**  
Shenkar
  - Trends in Interactive Design and Branding
  - A final project aimed at influencing user behavior through nudges, promoting eco-friendly practices, and mindful community-oriented consumption.

## MILITARY SERVICE

- **Air Force | Intelligence Officer**  
2012-2015
  - Led a team of three researchers within a core division at the Air Force's main operational center.
  - Honorably discharged with the rank of Lieutenant (promoted to Major in reserves).

## HOBBIES & INTERESTS

- **Movement**  
Yoga and mobility teacher balancing over-splits in ballet with 140 kg deadlifts at CrossFit—flexibility meets strength!
- **Music**  
High school diploma specialization in music: theory, harmony, history, and piano, with a focus on jazz tunes and improvisation.

## EXPERIENCE

- **Air Force | VP Psychological Warfare**  
October 2023-Now
  - Establishment of the **Psychological Warfare Team** during full-time reserve duty, introducing a groundbreaking initiative within the Air Force.
  - Directed high-pressure operations, involving in-depth adversary research, strategic prioritization, execution of targeted actions utilizing diverse technological and intelligence resources, and ongoing validation to ensure optimal effectiveness. Those made a **drastic change** the operational flow within the AirForce.
  - Led and mentored a team of 10-15 pilots and officers, fostering collaboration and resilience in high-stress environments.
- **AI-Focused Product Design Consultant**  
2024-Now
  - Strategic **design consultant** for early-stage startups, blending UX, product thinking, and behavior design to shape zero-to-one experiences.
  - Introduced **AI-driven** solutions that transformed vague ideas into actionable, intelligent features—positioning products at the edge of innovation and usability.
- **Walnut.io | Senior Product Designer**  
2021-Now
  - Conducted UX research and behavioral science into UX, designing experiences that not only look good—but actually **change how people act**.
  - Transformed technical challenges into simple, confident flows
  - Built Walnut's first **design system** from the ground up, bringing consistency, and visual harmony to a fast-growing product.
  - Acted as a translator between design, product, and dev, ensuring alignment without compromise
- **Muse | Product Designer**  
2020-2021
  - Designed UI/UX solutions and developed branding for early-stage startups. Collaborating with PMs, developers, and C's to meet business objectives.
  - Delivered tailored designs for SaaS complex platforms and mobile applications across **diverse industries**, including real estate, healthcare, coaching, and fintech.
- **Friday | Graphic Designer**  
2019-2020
  - Designed brand identities, social media assets, and interior graphics for prominent Israeli and international companies, including Delta, Kiko, Fithouse, Castro, Carolina Lemke, Story, and more.
- **Student Union | Head of Academic department**  
2019-2020
  - Acted as the main liaison between students and faculty, resolving academic issues across departments
  - Advocated for students in high-stakes committees and drove improvements in **academic performance**, engagement, and learning conditions.
  - Led and **managed a team** of four, fostering collaboration and effective communication.