

Omer Gaiero

Senior Product Designer & Builder | Behavioral Design & Psychology-Driven UX

Senior Product Designer with 8+ years of experience specializing in behavioral design. Background in Behavioral Sciences and CBT therapy, used as a practical toolkit for understanding why people make the choices they do, and designing products around that. Currently at ThinkUp, an AI-powered SaaS, designing the product's AI experience while using AI tools daily to work faster. Track record of taking products from zero users to a thriving user base, and measurably improving retention and engagement through behavior-driven design.

Work Experience

ThinkUp2022 – Present

An AI SaaS platform that takes entrepreneurs from idea to pre-seed.

- Senior Product Designer
- Grew the platform from 0 to 1,500 monthly active users by designing the first version of the product and shaping it as real users joined.
 - Increased user engagement by 14% by redesigning key moments where users tend to lose motivation or drop off. [View case study>](#)
 - Increased task completion by 12% by simplifying the main workspace users rely on every day. [View case study>](#)
 - Designed the product's AI features, deciding when and how AI should guide users so it feels helpful rather than intrusive.
 - Worked cross-functionally with product and engineering to ship end-to-end.

Nafca, Brand UX/UI2020 – 2022

A brand and product design studio.

- Studio Manager
- Took the studio from losing money to profitable by restructuring how projects were staffed and outsourced.
 - Managed studio projects end to end, from understanding client needs to making sure the final product delivered on them.

- UX Designer2018 – 2020
- Designed across B2B, B2C, e-commerce, mobile, and complex internal tools, always starting from why users behave the way they do, not just what they say they want.
 - Ran client interviews and user research to build real user profiles, user flows, and journeys grounded in behavior, not assumptions.
 - Turned research into wireframes and prototypes, running usability testing to validate ideas cheaply before investing in final designs.

Behavioral Therapist Self-Employed2017 – 2018

CBT links thoughts, feelings, and behavior to shift distorted thinking.

- CBT Therapist
- Practiced CBT with individual clients dealing with anxiety and depression, working directly with what drives decisions and resistance to change.
 - This is where I trained the skill that now defines how I design: reading what people actually need, even when it's not what they say out loud.

Private projects (designed and built)

Expense Tracker2026

A finance app that makes everyday spending visible and easier to control.

[View case study>](#)

Sunday2026

A task manager that captures anything and syncs to your calendar.

[View case study>](#)

Contact

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Technical Skills

- Product Design
- UX Research
- Design Systems
- Prototyping
- Usability Testing
- Interaction Design
- Vibe coding
- Brand strategy

Tools and software

- Design
- Figma
 - Adobe XD
- Research
- Claude AI/Co-work
 - Miro
 - Airtable
 - Clarity
 - Mixpanel
- Vibe coding
- VS code
 - GitHub
 - Claude code
 - ChatGPT
 - Codex
 - Lovable
 - Base 44
- Task management
- Monday
 - Jira/Confluence

Education

High Degrees

- Behavioral Sciences, B.A.

The Academic College of Tel-Aviv, Yaffo

2013–2016

Professional Courses

- Low Intensity CBT Certification

The Academic College at Wingate

2015–2016

- User Experience Program

Netcraft Academy

2018–2019

- Graphic Design, UI/UX

6B Studio

2018–2019

Languages

- Hebrew (Native)
- English (Proficient)