

LIAM HASSON

Product Designer

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SUMMARY

Product designer who spent eight years founding and running creative projects in multiple fields before moving into product design. I own things end to end, from research to shipped work, grounded in data instead of guesses. I treat AI as a real collaborator: I created an agent that explains, questions and pushes back on each decision, with me approving every step. At Cyvore, my redesign and investor materials directly helped close their first funding round.

EXPERIENCE

Freelance Product Designer, Nordic Logic Aug 2026 – Present

- Led the launch as sole designer for a one-person freight-audit startup, live in three weeks.
- Designed and rebuilt the B2B client dashboard, the real product behind the marketing site.
- Caught a wrong pricing claim through competitor analysis and rebuilt the plan around verified numbers.
- Created an AI agent that explained, questioned and pushed back on each decision, with me approving every step.

Founder & Product Designer, Eventread Mar 2026 – Present

- Identified a gap in the live events market and shipped a pre-booking intelligence SaaS in under 4 months.
- Integrated Ticketmaster and Live Events Search APIs into a Next.js app deployed on Vercel.
- Modeled event-impact risk across industries and cities to flag conflicts for each user's show.

Freelance Product Designer, Cyvore Sep 2025 – Present

- Diagnosed key usability issues on cyvore.com and shaped a redesign strategy from market research.
- Presented findings to Cyvore's co-founders, earning the contract to execute the redesign.
- Delivered investor presentations that helped close Cyvore's funding round.
- Rebuilt the site's information architecture with AI tools, making it 4× faster to navigate.

Founder & Creative Director, 2 Independent Music Projects 2016 – 2024

- Founded two independent music projects, leading brand, design, video and release marketing over 8 years.
- Managed a network of collaborators, venues and industry partners across bookings, budgets and live shows.

PROJECTS

Pulse — UX Case Study, CareerFoundry Dec 2025 – Feb 2026

Designed a mobile fitness app end to end to explore retention through habit-formation instead of streak pressure.

- Designed a goal-based onboarding flow validated through 2 rounds of usability testing.
- Built a from-scratch design system to keep every screen visually and functionally consistent.

SKILLS

Product & Execution: Product Thinking · User Research · Competitive Analysis · Market Research · Usability Testing · Problem Solving · Interaction Design · Design Systems · Prototyping · Information Architecture

Tools: Figma · Claude Code · Figma MCP · GSAP · Framer Motion · Next.js · Vercel

EDUCATION

BA Music Business & Songwriting, BIMM Institute Berlin Sep 2021 – Jun 2024

ADDITIONAL INFORMATION

Certifications: UX Design Certification, CareerFoundry — mentored by a Principal UX Designer with 10+ years at Oracle

Languages: English (Fluent) · Hebrew (Native) · German (A2)