

Yoav Barak

Senior Product Design Lead |

Cybersecurity, Complex Systems & AI-powered workflows

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EXPERIENCE

Microsoft 2019 – Present

Led the redesign of key product flows as the product scaled from an Azure-focused security service into a global multi-cloud CNAPP serving approximately 100,000 tenants.

Senior Design Lead & UX Researcher • Defender for Cloud 2022 – Present

- Lead UX for Microsoft Defender for Cloud, Microsoft's cloud-native application protection platform (CNAPP), partnering with >15 product teams to ship at Microsoft organization scale
- Redesigned the core risk-remediation workflow, increasing task completion from 62% to 84% and the mean Single Ease Question (SEQ) score from 3.8 to 5.6 in benchmark usability studies.
- Designed attack-path and graph visualizations that help security teams understand and act on risk, including agentic flows supporting investigation and remediation.
- Built and scaled a UX research practice across the design team, mentoring designers to plan and run their own studies, translate insights into actionable design improvements, and measure their impact on product outcomes.
- Drove 0-to-1 initiatives through the full product lifecycle, using AI-assisted coded prototypes to validate complex interactions earlier and accelerate collaboration with engineering.

Senior Product Designer • Azure Security Center 2019 – 2022

- Designed the core Cloud Security Posture Management (CSPM) experience, owning end-to-end design across security recommendations, policy management, onboarding, adoption, and governance.

Philips Healthcare 2015 – 2019

Product Design Lead • Oncology Informatics & Genomics

- Joined as the product's first designer and a member of its management team, establishing the design strategy and leading the experience from early problem discovery to a validated MVP.
- Conducted field research with physicians to uncover clinical needs and translate complex oncology and genomics workflows into intuitive product experiences.
- Led multidisciplinary design sprints across product, marketing, design, and engineering, testing the MVP in real hospital environments and iterating on field evidence.
- Owned the usability-engineering process in compliance with FDA and IEC 62366 standards.

Aman Digital - UX Designer 2012 – 2015

- UX conceptual and detailed design as part of a digital agency for both complex and consumer web applications including 3D design systems, banking mobile applications, military systems and medical devices

ABOUT

Senior design lead with 15+ years of experience across cybersecurity and healthcare. Experienced both as the first designer taking products from discovery to MVP and as a UX lead working across approximately 15 product and engineering teams at Microsoft.

I combine research, systems thinking, visual design, and AI-assisted prototyping to turn complex problems into shipped products.

SKILLS

Complex systems

Agentic experiences

0-to-1 product design

Systems thinking

UX Research

Design systems

AI-assisted coded prototyping

Qualitative & Quantitative Research

CNAPP

Attack path analysis

Cloud security

Automation

GitHub

Claude Code

EDUCATION

Create Design School 2018 – 2019

Intensive, portfolio-based program focused on visual foundations and digital product design.

Ben-Gurion University 2009 – 2012

MSc — Human Computer Interaction and Cognitive Science

Ben-Gurion University 2006 – 2009

BA — Psychology and Philosophy

* Graduated with honors