

GAL RECHES

UX Team Lead with over 10 years of experience building products across growth, developer platforms, and AI-powered creation tools.

I combine product strategy, hands-on design, and team leadership to turn complex ideas into intuitive user experiences.

EXPERIENCE

Wix.com | 2019 – Present

UX Team Lead, Harmony (2025 – Present)

Leading a UX team shaping AI-powered website creation experiences at Wix. Defining AI-powered creation workflows, editor experiences, and platform capabilities. Working closely with product and engineering teams to translate complex creation flows into intuitive user journeys.

UX Team Lead, Wixel (2024 – 2025)

Joined Wixel during its early stages and helped establish the product's UX foundations. Led the design of AI-powered creative workflows, helping shape the direction of a new AI-first product.

UX Team Lead, Wix Blocks (2021 – 2024)

Led UX for Wix Blocks, an extensible platform for developers and creators. Defined UX strategy and translated complex technical capabilities into intuitive workflows while managing a multidisciplinary design team.

UX Team Lead, Funnel Team (2020 – 2021)

Led a multidisciplinary design team focused on acquisition, onboarding, and monetization.

Partnered closely with PM and data to optimize critical user journeys and improve business outcomes. Leveraged experimentation, analytics, and user research to drive product decisions and create measurable impact on growth and revenue.

Senior UX Designer, Funnel Team (2019 – 2020)

Designed onboarding and template-selection experiences that serve as the starting point of the Wix journey for millions of users worldwide.

Worked in a highly experiment-driven environment, analytics, competitive analysis, and rapid iteration to improve user success and engagement.

Designit | Product Designer | 2018 – 2019

Worked with international clients including General Motors and Pepper Bank, designing electric vehicle interfaces and mobile banking experiences that transformed complex technical and financial concepts into intuitive user experiences.

Grotesca Studio | Graphic Designer | 2016 – 2018

Specialized in branding, visual identity systems, packaging, print design, and production. Led projects from concept to delivery, creating visual communication solutions for a wide range of clients and industries.

EDUCATION

B.Des. in Visual Communication | 2012 – 2016

Bezalel Academy of Arts and Design, Jerusalem

- Recipient of the JVP Award for Best IoT App (2015)
- Winner of the competition to design the Israeli Pavilion at the Leipzig Book Fair, Germany.