Hagar Segev

AI Product Designer | Cognitive Research

Hagseg1@gmail.com
hagarsegev.com
0542476101

in

EXPERIENCE

2025 - Present
WIX, Editor · AI Creation Team
AI Product Designer
Key designer of Wix Harmony's generative design architecture, enabling AI-driven websites for a global, diverse user base. Translated complex design intuition into structured system and heuristics. Collaborated with product and engineering on strategic decisions to enhance precision, consistency, and quality at scale.

2025 - Present
Visual Communication dept., Bezalel Academy
Course Developer and Teaching Assistant
Scientific Illustration course, together with the Illustrator Amit Trainin and ELSC Center for Brain Science.

2024 - 2025
WIX , Content Generation Team
Web Designer
Designed and curated visual content. Participated in *Wix Playground* program.

2022–2025
The Computational Neuropsychiatry Lab (CNP)
Graduate Researcher
Designed and conducted a cognitive research study analyzing personal images with AI-based visual embeddings.

2023–2024
Faculty of Cognitive and brain Sciences, HUJI
Teaching Assistant
Neuropsychiatry: Cognition of Mental Disorders (Prof. Yoram Yovel and Prof. Shahar Arzy).

2015—2018 The Israeli Air Force
Helicopter Flight Simulation Instructor
Trained and instructed personnel on the Black Hawk CAE simulator, covering all aspects of helicopter flight.

2017 IAF Flight Academy
Simulator instructors' course commander

EDUCATION

2022–2024
Hebrew University of Jerusalem, IL
M.A Cognitive and Brain Science
Merit Scholarship for Academic Excellence
Thesis: 'Studying Significant Experiences as a Cognitive Construct'

2021–2024
Bezalel Academy of Art and Design
B.Des Visual Communication,
Graduated with honors

2019–2021
Hebrew University of Jerusalem, IL
B.Sc Cognitive and Brain Science

VOLUNTEER

2024 **Arts Workshop Leader**
'Threefold Cord', At-Risk Youth Support Center
2023 **Designer at Soroka medical center**
"Florence in Emergency", an initiative of Bezale
2021 **Group Coordinator**
'Maayan bamidbar', an Hebrew-Arabic project.
2015 **Civil Service Year** (Shant Sheirut)
Mevo'ot Yam Boarding school

SKILLS

AI & Automations
Agents, complex prompt architectures, creative workflows, tool generation, vibe coding
Figma & Adobe
Programming Java, Swift, Python, HTML/CSS