

ARIEL YONAIEV

PRODUCT DESIGNER

A product designer skilled at visually communicating complex information to provide an intuitive and smooth user experience. I excel at balancing product design with business needs to create impactful digital solutions.

Experience

Product designer | Yolata studio 2023-2024

- Working on a variety of projects in the B2B and B2C fields, including complex systems, web and mobile products.
- Responsible for conducting user flow diagrams, user interviews, competitive analysis, information architecture, and usability testing.
- Developed wireframes and prototypes to test and improve design ideas with the team.
- Established a design language for products, including complex systems, in their earliest stages and led the design process.
- Managed up to 4 projects or tasks at a given time while under pressure to meet weekly deadlines.
- Collaborated with a fellow designer and worked closely with developers.
- Executed graphic design and printing projects.

Product designer | Freelance 2023-2024

- Independently managed diverse projects in various fields.
- Collaborated closely with early-stage startups, implementing new features, and redesigning key screens to fuel revenue growth.

Portfolio

www.arielyonaiev.com

Education

UX and UI course at
Codesigner 2021-2022

BA in Education and
Media 2017-2020

Contact

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From Tel Aviv

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Tools

Figma

Paper & Pencil

Wordpress

AI tools

Photoshop

Languages

Hebrew

English