

ARIEL YONAIEV

PRODUCT DESIGNER

A product designer specializing in creating highly effective user experiences that make complex processes simple and easy to use. I always balance between business and user needs. I continuously enhance my multidisciplinary skillset through self-learning across programming, animation, marketing, and psychology.

Experience

Product designer | Yolata studio 2023-2024

- Worked on a variety of projects in the B2B and B2C fields, including complex systems, web, and mobile products.
- Practiced strategic thinking and user understanding through user interviews, user flow diagrams, information architecture, and usability testing.
- Designed 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 and tasks simultaneously while meeting deadlines under pressure.
- Collaborated with fellow designers and worked closely with developers.
- Executed graphic design and printing projects.

Freelance product designer | 2023-2024

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

Education

UX and UI course | Codesingner 2022-2023

BA, Communication & Education | Ben Gurion University 2018-2021

Portfolio

www.arielyonaiev.com

Contact

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Tools

Figma

Paper & Pencil

Wordpress

AI tools

Photoshop

Languages

Hebrew

English