

Yael Braun

Product Designer

CONTACT

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ABOUT

Since I can remember myself, I've always had a passion for creativity. Design is an integral part of who I am and is expressed in many aspects of my life.

For me, professionalism in design is expressed by precision, detail orientation, flexibility, meeting goals, and of course creativity and innovation.

I place high importance on the ability to integrate my own personal esthetic, while also considering the requirements of each project.

SKILLS

Figma

Photoshop

Illustrator

Invision

Office

Solidworks

LANGUAGES

Hebrew - Native

English - Excellent

Experience

2023- Present

Flashy - Product Designer

- Leading end-to-end product design processes in a B2B SaaS marketing automation platform.
- Conducting user research and analysis, translating data-driven insights into actionable design decisions to improve product usability and customer satisfaction.
- Collaborating cross-functionally with product managers and engineers to define innovative design solutions, enhancing user satisfaction.
- Developing and maintaining comprehensive design systems, from documentation to implementation
- Mastering UX/UI tools and best practices, including expertise in Figma, to deliver high-quality designs that align with industry standards and trends

2022-2023

Yoom - Product Designer

- Revamped the consumer app for an immersive 3D creators platform, transforming complex ideas into seamless and user-friendly user flows.
- Conducted thorough market research and customer interviews to gain insights into user needs and preferences.
- Collaborated closely with the Product Manager and Engineers, leveraging user analytics and data to drive informed planning and roadmap decisions, ensuring alignment with user expectations and business goals.
- Developed wireframes, prototypes, and high-fidelity mockups to effectively communicate design concepts and interactions.
- Participating in cross-functional brainstorming sessions, exploring innovating product solutions.

2018-2022

SGC - Project manager & team lead, 3D department

- Led and managed the 3D department, overseeing the production of complex assembly instructions for the security industry.
- Directed the team's work processes and ensured the timely delivery of high-quality final products.
- Assessed project planning, budgets, and time estimates, creating project schedules and assigning tasks to team members accordingly.
- Collaborated with engineering and manufacturing departments to optimize workflows and develop user-centered products that met customer needs.
- Create intuitive and visually appealing product designs.
- Worked closely with engineers and project managers to ensure seamless implementation of designs and maintain design consistency throughout the product development lifecycle.

2016-2018

Tabureta - Founder of a wooden furniture studio

- Managed independent furniture studio. Responsible for all aspects of the business including product development, production, branding, sales, marketing.
- Guiding supplier through requirements, fine tuning and auditing the final product.

2016-2017

Graphic designer - freelance

Education

2020

Netcraft Academy- UX/UI course

2009-2013

HIT- B.Design in Industrial Design