YOGEV RAVED UX & Product Designer

Building end-to-end user experiences for complex systems.
Looking for opportunities that will push me to solve problems in innovative ways :)
View my work: ravedico.com

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Work experience

As an experienced UX and product designer, I have conducted extensive user research, including interviews and surveys. I have also facilitated design thinking workshops and user tests for B2B, B2D, and B2C products and SaaS applications, translating research findings into wireframes and prototypes.
Over a decade of experience in UI, interaction and visual design. I contributed to design systems and created design language for brands and websites, desktop and mobile apps, CRMs and eCommerce platforms.
I also have experience in front-end coding for web applications. Good knowledge of CSS and familiarity with React and Angular frameworks.

Career history

2022 - Now | UX & Product Designer - Spot by NetApp
Building end-to-end user experiences for cloud-native, DevOps software. Specializing in designing products for cloud infrastructure and data engineers.
Responsibilities include user research, design systems, accessibility, prototyping and interaction design across products. Leveraging product analytics and customer feedback to inform product decisions and strategic direction for each product.

2018-21 | UX|UI design team leader - intellForce
Responsibilities include managing a design team and doing hands-on work such as user research, wireframing, branding, creating design languages, UI design, and building webpages.
Products I designed: Financial & marketing web applications, VOD streaming services, games websites, antimalware dashboards & e-commerce stores.

2017-18 | UI designer - Growapp
Designed and built templates and themes for a mobile applications builder tool for businesses, such as e-commerce, delivery & booking.

2014-17 | Web designer - iTrader
The position included branding, UI design, and creating logos and graphic language for the company's websites and applications. I was responsible for marketing campaigns from the first conceptual phase, through designing and building responsive landing pages & websites.

Volunteering work

2022-23 | Product designer - Code for Israel
I had the pleasure of volunteering for The Institute of Pathology at the Ichilov Hospital, Tel-Aviv, where I researched and designed an interface for a medical tissue scanner.

Relevant education

2018-19 - Netcraft Academy | User Experience
2003-07 - Avni Institute of Art & Design - Tel-Aviv | Visual communication

Skillset

UX: Research - Facilitating Design thinking workshops, conducting surveys and interviews, user journeys, Usability tests, information architecture, wireframing & prototyping.
UI: Responsive design for mobile & desktop, micro-interactions, branding and creating design systems and graphic languages.
Tools: Figma | Adobe tools | Axure | html & css
Good Knowledge of: Javascript | Content and copywriting | Video editing | Animation | Everything print