



# Aviv Yogev | Product Designer

📍 Tel-Aviv, Israel

📞 +972 528 249 440

✉️ avivyog@gmail.com

🌐 [avivyogev.com](https://avivyogev.com)

A visual thinker who loves challenging the obvious – asking questions is my superpower. A facilitator within a team, yet holding accountability for every project without compromising thorough & collaborative work. Big-picture oriented, keeping a growth mindset, and believing that both god and the devil are in the details. Love to work with focused, open-minded professionals.

## Product Designer @ Lance | 2021-22

Designed Lance's mobile app (Android & iOS) while maintaining and expanding an existing UI-library. Designed & iterated over visual marketing assets and paired landing pages (Webflow). Maintained & expanded existing brand visual language. Researched, both qualitative & quantitative - gathered feedback, initiated surveys & conducted remote usability-testings.

PRODUCT DESIGN - MOBILE

INTERACTION DESIGN

VISUAL GRAPHICS

ANIMATION

MARKETING

RESEARCH

## Product Designer @ Stealth | 2019-21

Designed & prototyped a mobile app (Android & iOS). Researched, conceptualized & iterated with product managers over a web BaaS platform. Created a dedicated, holistic design-system for the two platforms. Crafted a brand strategy, visual language, and a brand-book (yet eventually, it was never released.)

PRODUCT DESIGN - MOBILE & WEB APPS

INTERACTION DESIGN

RESEARCH

VISUAL GRAPHICS

BRAND STRATEGY & DESIGN

## Product Designer @ Juno | 2018-19

Designed & conceptualized features for iOS mobile app, from wireframe to handoff. Initiated and led a project to craft Juno's first design-system. Led a project to support dark-mode theme for both rider's and driver's apps. Initiated a bi-weekly 'Support buddy', which had designers accompanied to support specialists to listen to rider's problems.

PRODUCT DESIGN - MOBILE

INTERACTION DESIGN

RESEARCH

VISUAL GRAPHICS

ANIMATION

MARKETING

## UX/UI Designer @ Apridocde | 2017-18

Worked directly with studio's clients to define & articulate product requirements. Designed, from wireframe to handoff, more than 5 digital products within 1 year. Iterated, directly with clients, over more than 7 existing products the studio had. Occasionally helped developers with front-end implementation

PRODUCT DESIGN - MOBILE & WEB APPS

WIREFRAMING

HTML & CSS

JS

## Freelance UI Designer @ WOO | 2017

Designed UI components, presentations, and brand assets for internal & external usage using existing brand-guidelines.

UI DESIGN

VISUAL GRAPHICS

MARKETING

## OVERTIME

👤 Mentoring within the Startup Designers Mentorship Program.

👤 Mentored students for their UX/UI course finals with Iris Duani.

👤 Certified UX Architect by University of Haifa (Dr. Ofer Monar).

## TOOLBOX

