

Natalie Yangilov

Product Designer

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- Portfolio:
[UX/UI](#) [Web & Graphic Design](#) [Art](#)
- [LinkedIn Profile](#)



ABOUT ME

Product Designer with more than a decade of experience in the field of design (B2B/B2C). Skilled in designing product lifecycle. Employing user research to solve user needs while ensuring balance between user goals and business requirements.

- Adobe Creative Suite
- Axure
- Elementor
- Wireframes
- User Research
- Figma
- InVision
- Google Analytics
- Prototyping
- Usability Testing
- Sketch
- WordPress
- A/B Testing
- Design System
- Responsive design



WORK EXPERIENCE

Visual designer, Ariel Digital print, 2023-Now

- Designing creative solutions that aligned with client needs, brand identity, target audience and vision.
- Worked under tight deadlines and in fast-paced environment.

UI/UX Designer at True.org.il, 2023

- Collaborated with a team of product managers and developers and designed a platform with the primary goal of cleaning the public discussion of false statements.
- Designing intuitive flows with clear visual hierarchies, while balancing creativity and functionality.

UI/UX Designer at "Hackathon for Democracy", 2022

- Designed an AI feature that aims to solve the problem of violent language on social media.
- Led end-to-end interface design; from user research, wireframing, and prototyping to usability testing, ensuring each stage aligns with the project's objectives and user needs.

Graphic Designer at Eyal Commercial print, 2020 - 2022

- Market designing for social media campaigns: banners, events, landing pages, posts. resulted in increased sales and boosted brand awareness on social media.
- Collaboration with public corporations such as: Histadrut, Hadera municipality, Anglo Saxon Real Estate and more...

Visual designer & Web, Copyright Digital print, 2012 - 2019

- Collaborated with a team to ensure ideas were easy-to-use to deliver customer needs
- Led the complete redesign of the customer portal, resulting in improved client engagement and loyalty increase in daily users by 35%.
- Plan and support company events and social activities such as: holidays, birthdays, events



EDUCATION

UX Design

Netcraft Academy, 2022-2023

- Created SaaS ATS (HRIS) that integrates automation process for recruitment stages. User research, wireframes, information hierarchy, prototyping, within a tight deadline.
- Innovated "Jams", a social platform for musicians, enabling efficient collaborations through unique profiles, tailored chat, scheduling tools, and talent-based search

UI Design

Netcraft Academy, 2021-2022

B.A. Business Management

Netanya Academic College, 2009-2012

Courses in key areas of UI/UX Design:
Social psychology, Statistics, Marketing

Graphic design

Maof college, 2008