Yonatan Ben Knaan

A product designer with 15+ years of experience in leading design initiatives across agencies, startups, and corporations. Specializing in Design Vision, Design Management, UX Research, Design Systems and Agile Methods. Passionate about creating user-centric digital products.

Experience

2019-Present, Head of Design: Pepperi

At Pepperi, I combine both leadership and execution of product and barnd design.

- Enhance UX and design to meet B2C standards, boosting Buyer role adoption and initiating our B2B eCommerce offering.
- Conduct user research and develop design strategies to streamline new product development and increase efficiency.
- Manage backlogs, coordinate with teams, clarifying goals and tracking KPIs.
- Develop a design system that increases development speed and ensures UI consistency, supporting key product features.
- Improve marketing site design, increasing user retention and lead conversions.
- Create a brand guide, strengthening brand awareness and sales efforts.
- Support for Professional Services and Native Apps Teams

Key Achievements:

- Boost the Buyer role adoption by 35%, driving B2B eCommerce growth.
- Streamline design processes for efficiency and goal achievement.
- Enhance marketing site design, improving retention and conversions by 15%.

2015-18, Head of Design: bit.dev

Led Brand and Product Design for Bit, a B2D code management SaaS, helping developers build UI faster by reusing code components.

- Conducted user research and collaborated with product and engineering teams, creating a UX adopted by thousands globally.
- Transformed the product from CoCycles to Marvin, and finally to Bit, significantly enhancing its functionality and increasing user adoption.
- Delivered a UX that supports thousands of developers globally, streamlining their workflows.

2009-15, Partner & Manager: Matnas Interactive

Led a team of designers, provided mentorship, and ensured high-quality outputs. Strategized for growth, sought new business opportunities, and maintained supplier relationships. Supervised daily operations and managed numerous design projects simultaneously, achieving excellent results and high client satisfaction.

- Led and mentored a team, fostering a creative and productive environment; many team members are now leading designers.
- Managed 100K+ accounts, overseeing business operations; preparing and issuing quotes, and maintaining detailed budgeting processes.
- Implemented quality control and stayed updated with industry trends, enhancing team performance and project success.

2018-19, Freelance

- UX Research → Avodata, a project for the JDC & the Ministry of Labor
- UX/UI Steering Committee & Lecturer → Musrara
- Product & Brand Designer → Watchful
- Product & Brand Designer → ColoredCoins

Info

Residence: Tel Aviv, IL

Status: Married, 1 kid, 1 dog

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Highlights

- Proven track recored in large-scale product launches
- Experienced design team manager
- Proficient UX researcher & designer
- Focused on results & efficient delivery
- Digital craftsman and documenter
- A designer who code 🦄

Portfolio

- yonatankof.com/links/proj

Education

2005-2009
Visual Communication @ Shenkar

1998-2000
Architecture engineering @ The Technological College of Beer-Sheva

Skills

Tools: Notion, Jira, Storybook, Whimsical, Sketch, Figma, Abstract

Methods: Design Thinking, Agile, UX Research, Design Systems, Product Design