

Yonatan Ben Knaan

Full stack design lead · 2025 Résumé

Leading design initiatives across agencies, startups, & companies for 15+ years. Passionate about simplifying complexity and creating user-centric products using know-how in problem-solving, UX research, design systems, agile methods and team leadership skills.

Seeking opportunities in design system leadership, team management, or as a staff designer.

Off-hours, I enjoy street photography, playing D&D and solving puzzles.

Let's create something extraordinary together.

Experience

2018-2024, Head of Design: Pepperi

Platform as a Service for B2B Wholesale Commerce

- Streamlined design implementation (25% faster) and goal achievement (30% higher), showcasing ability to deliver high-quality results on time.
- Enhanced marketing site design, improving Bounce Rate (57% to 32%), Average Session Duration (2min to 4min) and Conversion Rate (1.5% to 5%).
- Simplified complex B2B UX to meet 'B2C-like' standards, balancing stakeholder and user needs.
- Spearheaded the adoption of design thinking and proper processes, building tools to support it and effectively presenting new methodologies to diverse teams.
- Conducted user research and developed design strategies to streamline new product development, efficiently managing multiple stakeholders and timelines.
- Coordinated with multiple teams (Professional Services, Native Apps, Marketing, and Sales), demonstrating ability to balance diverse needs and communicate effectively across departments.

2015-18, Head of Design: bit.dev

B2D Code Management SaaS

- Led brand and product design initiatives, collaborating with dev teams to build UI faster by reusing code components, demonstrating both design and coding proficiency.
- Conducted user research and coordinated with product and engineering teams, creating a UX adopted by thousands globally, showcasing ability to manage multiple stakeholders.
- Steered product transformation from CoCycles to Marvin, and finally to Bit, significantly enhancing functionality and increasing user adoption, balancing technical requirements with user needs.
- Delivered a UX supporting thousands of developers globally, streamlining workflows and presenting complex ideas in an accessible manner.

2009-15, Partner & Manager: Matnas Interactive

Design Agency specializing in UX/UI and Product Ideation

- Strategized for growth and maintained supplier relationships, demonstrating leadership and stakeholder management skills.
- Oversaw daily operations and managed numerous design projects simultaneously, consistently delivering first-in-class results on time.
- Fostered a creative and productive environment, mentoring team members who are now leading designers, showcasing ability to develop and present ideas effectively.
- Managed 100K+ accounts, balancing business operations with creative needs, preparing and issuing quotes, and maintaining detailed budgeting processes.
- Implemented quality control measures and stayed updated with industry trends, enhancing team performance and project success through effective communication and leadership.

2018-19, Freelance

Helping Businesses Get Product Done

- UX Research → Avodata, a project for the JDC & the Ministry of Labor:** Balanced complex stakeholder needs while delivering user-centric solutions.
- UX/UI Steering Committee & Lecturer → Musrara:** Showcased presentation skills and ability to communicate design concepts effectively.
- Product & Brand Designer → Watchful:** Delivered on-time results while managing multiple project aspects - Branding, UX research and product design.
- Product & Brand Designer → ColoredCoins:** Utilized both design and coding skills to create comprehensive digital solutions.

Info

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Portfolio

- <https://yonatanbk.com>

Skills

Tools

Notion, Jira, Storybook, Whimsical, Figma & Sketch

Methods

Design Thinking, Agile, UX Research, Design Systems & Coaching method

Dev

HTML, CSS/SCSS, JavaScript, Bash, Git, Vue, Nuxt, Netlify

Education

2005-2009

Visual Communication @ Shenkar

1998-2000

Architecture engineering @ Technological College of BS