Yonatan Ben Knaan

Product designer with 15+ years of experience leading design initiatives across agencies, startups, & companies. Passionate about simplifying complexity and creating user-centric products using team leadership, problem-solving, UX research, design systems, and agile methods. Seeking next challenge in design system leadership, team management, or as an IC. Off-hours, I enjoy street photography and solving Nonograms or jigsaw puzzles.

Let's create something extraordinary together.

Experience

2019–Present, 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, 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

- 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

- Tel Aviv, IL
- Married, 1 kid, 1 dog
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- me@yonatankof.com

Portfolio

- yonatankof.com

Skills

Tools
Notion, Jira, Storybook, Whimsical, Figma/Sketch, Abstract/Branches

Methods
Design Thinking, Agile, UX Research, Design Systems, Product Design, 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 Beer-Sheva